

THE

QUOTE

SIGMA DELTA CHI
CONVENTION
ISSUE

November, 1960

New Trend in Suburbia

Page 11

Business Reporting

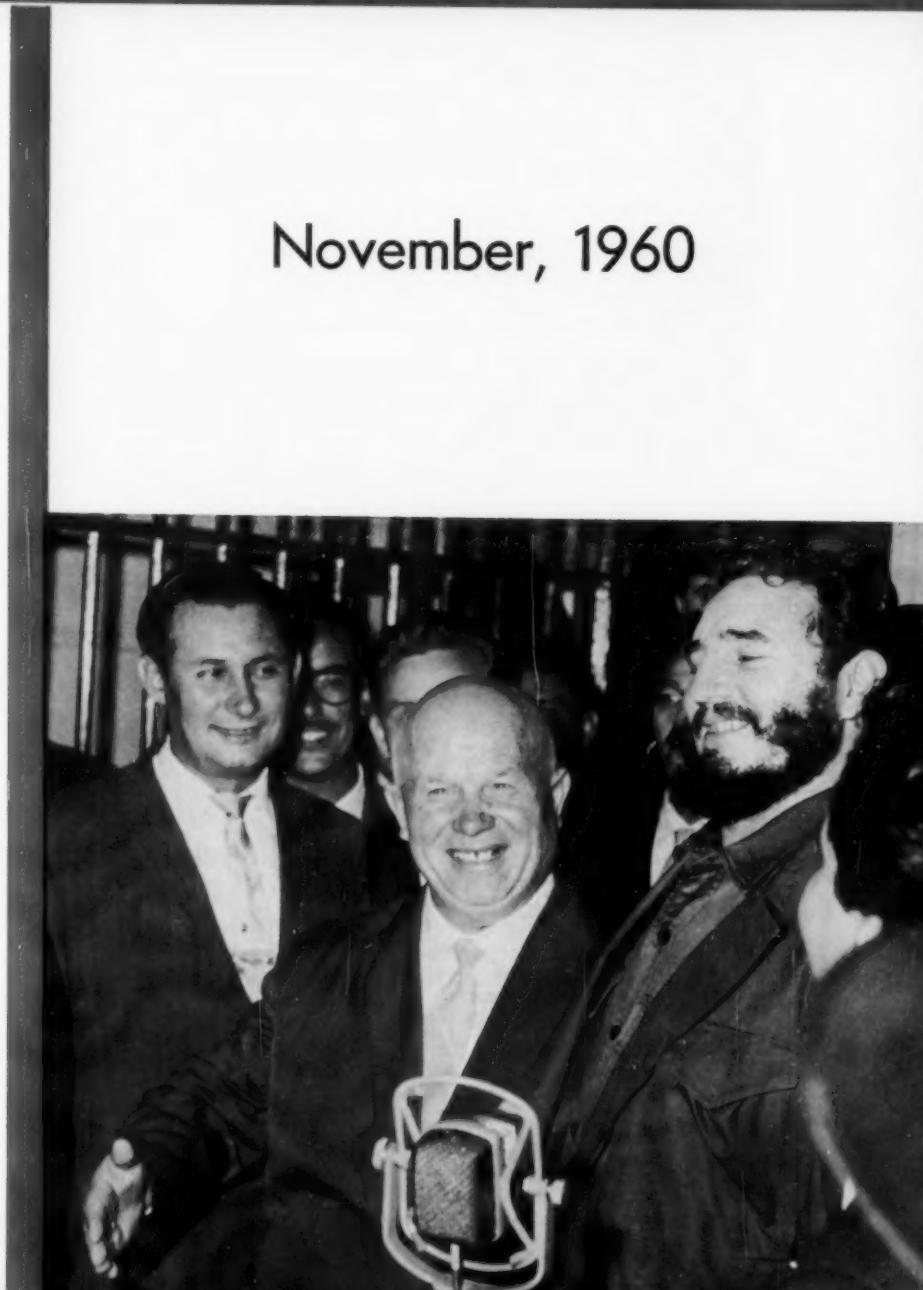
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Poor Eating Habits Rob Millions Of Americans of More Active, Healthier Living

In Midst of Plenty, Poor Nutrition Is Common

At a time when politicians and others are arguing over the so-called "farm problem" and much attention is given to the great abundance of foodstuffs in this country, it is easy to overlook what might very well be a much more costly and more serious problem than "surplus" farm commodities.

There is no easy way to put a monetary value on the lives that are shortened through malnutrition. It is almost impossible to estimate the dollar value of productive work and play time lost by people whose health is impaired simply because they have not learned the elementary lessons of how to eat properly to protect health to the maximum extent possible through proper nutrition. And how does one evaluate the many man-years of time spent in misery instead of in the pursuit of happiness because we have not taken advantage of our plentiful food supply in wiser ways?

We have been very busy worrying about how to manage abundance in America. We have not paid nearly enough attention to improving health education techniques so that they might influence people and oftener.

Eat, Drink, and Be Merry, and Tomorrow You Will Die!

We have often taken a callous attitude toward care of the human being until illness develops. The very same young Americans who spend hours every day polishing their automobiles and tuning up the car engines to keep them running in almost perfect order often adopt a very bizarre approach when it comes to taking care of their own "motors." Abuse of the human machine through careless control over the quantity and quality of "fuel" put into it apparently does not seem illogical to the same man who can't sleep nights until he gets every last dissonant ping out of his car motor.

Our values become somewhat warped. There are very detailed operating manuals for the maintenance of gasoline engines. The medical and nutrition scientists have also established "operating manuals" for the care of the human machine. Research has pretty well established what we ought to eat, and why, for maximum efficiency in the human machine. However, the health statistics of the nation indicate quite clearly that too few of us follow the instructions for proper care of the human machine.

Reason Loses Out to Quacks and Faddists

It is apparent, unfortunately, that it is more difficult to communicate sound health and nutrition information to the public than the ranting and raving of the horde of food faddists and quacks who peddle an array of pills, potions, and books. Perhaps the news angle in sound nutrition information must arise out of a purely negative approach—

a report to the nation of the tremendous price we are paying for nutrition ignorance!

This cost cannot be reckoned merely in terms of what people pay for medical and hospital services to attempt to correct past eating errors. There is a tremendous psychological toll that can be understood only in terms of people.

Think, for example, of the millions of teen-age girls in this country, considered to be the nutritionally poorest fed segment of our population. A well balanced diet, adequate sleep, and a program of moderate exercise could do more to help these girls achieve their immediate goals in life than billions of dollars worth of "beauty" applied from bottles or jars or tubes, but thus far we have not succeeded very well in telling these girls these simple facts which could mean so much to their well-being.

The Need for Health Education Never Ends

We Americans annually spend hundreds of millions of dollars needlessly to attempt to purchase health and vigor and happiness in pill or capsule form. There is no single factor which assures good health, of course. The very best balanced diet can provide only a foundation for building and maintaining a healthy body. All of our habits—of action and thought—enter into determining the status of our health at any given moment.

We could, however, make some major steps forward in improving the health of Americans generally if we would do a better job of teaching good eating habits. This means not only eating the right foods to provide necessary nutrients, but also eating the proper amounts of these foods to control body weight.

Much emphasis, along with an army of top creative talent, goes into encouraging all of us to eat. The difficulty arises out of efforts to encourage us to eat without respect to how well we balance our diets. Not enough talent has been devoted to selling the idea of selecting foods to serve most effectively the primary purpose of eating—which is to provide the body essential nutrients. Eating certainly can and should be enjoyable even when food is nutritionally well planned. It is a fallacy that the well balanced diet does not provide opportunities to enjoy food.

There is no shortage of information to tell people how and why to eat to protect health, but all of us would do well to realize we aren't doing as effective a job of getting this information into use as we can do.

AMERICAN DAIRY ASSOCIATION

Voice of the Dairy Farmers in the Market Places of America

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CARTOONIST OF THE MONTH

Long-time Sigma Delta Chi Member **Milton Caniff**, who did the specially drawn cartoon for **THE QUILL** which appears on the editorial page, is generally regarded as one of the all-time great cartoonists. His famous adventure strip "Steve Canyon," distributed by Field Enterprises and King Features Syndicate, appears in 642 papers here and abroad.

He has won a flock of awards including the first given by the National Cartoonists Society, Sigma Delta Chi's Distinguished Service Award, and the United States Air Force's Exceptional Service Award, highest that can be given a civilian.

His combination of camera angles, extraordinary draftsmanship, succinct dialogue, and strong story line (several strips have been read into the *Congressional Record*) mark him as a master craftsman. On November 17, the Ohio-born artist will collect another trophy—the coveted "Silver Lady" statuette from the Banshees, New York's famous luncheon club of artists and writers, for being the outstanding cartoonist of the year at a testimonial luncheon in the Grand Ballroom of the Waldorf Astoria Hotel.



Milton Caniff

NATIONAL OBJECTIVE: 'LET THE PEOPLE KNOW THAT SECRECY IS THEIR FIGHT TOO'

THE QUILL

A Magazine for Journalists—Founded 1912

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NOVEMBER, 1960—Vol. XLVIII, No. 11

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—Robert S. Kane **Page 42**

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On the Cover: Soviet Premier Khrushchev and Cuban Prime Minister Castro talked with newsmen following a five-hour dinner session in New York in late September at which, the two leaders said, they discussed "peace." Sigma Delta Chi convention visitors in New York in November will be able to tour the United Nations Building and the scene of the historic General Assembly session where Khrushchev, Castro and other leading political figures of the world debate.

LOOK FOR IT NEXT MONTH

EDITORIALS ON THE AIR
By John Costello

DON'T DIVORCE JOURNALISM FROM ENGLISH
By William E. Clayton, Jr.

PHOTO JOURNALISM TRAINING
By C. William Horrell

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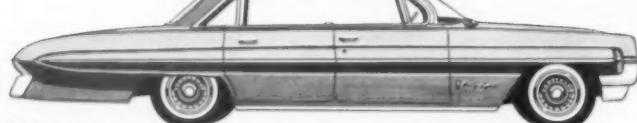
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Wherever the federal government gets into business, it starts with built-in advantages—subsidies and various kinds of exemption from taxes.

Thoughtful people—and particularly businessmen who have to compete on a handicapped basis—wonder if this is constructive in any way—or simply destructive of American business enterprise.

An example is the federal government's venture into the electric light and power business. Proponents of federal "public power" boast that its rates are lower than those of the independent electric companies. And at the same time, they insist on preserving the special status that makes those rates possible.

Federal power systems pay no federal income taxes and little or no state and local taxes—contrasted with investor-owned systems, which produce 23 cents in taxes out of every dollar of revenue. In fact, federal "public power's" plants and lines were paid for by more than \$5,000,000,000 *in taxpayers' money*. And the spending of many billions more is proposed!

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THE QUILL for November, 1960

EDITORIALS

Important Milestone

FOR more than a half a century Sigma Delta Chi has been one of the authoritative spokesmen for journalism in this country. It was one of the first organized voices of our profession to put emphasis upon our responsibilities as a profession. Through the years the fraternity has contributed leadership to the profession through its encouragement of research in journalism, through its annual awards program, and through its historic sites in journalism program.

• In recent years its militant voice has been raised in support of the basic right of the people to freedom of information and in opposition to censorship at home and abroad. These issues will be raised again and plans charted for the future of the fight for the right to know in the reports to be presented at this year's annual convention and in the addresses the delegates will hear.

There can be no question now of the importance of this fight. Events of the last few months at the United Nations and around the world underscore our vital stake in having the facts upon which a democracy must act. While impressive progress has been made, as will be revealed in the report of the fraternity's Committee on Freedom of Information, there is no room for complacency today and the convention in New York will focus national attention on this issue.

• Sigma Delta Chi is unique as a spokesman for journalism. It is not only the largest organization in the profession, but it can speak for all phases of modern mass communications, from the student with stars in his eyes to the hard-boiled pros who write and edit the news and disseminate it on the air. It speaks for the teachers of journalism who can and should help mold the news media of the future, as well as for those who serve in the growing field of business and industrial publications.

Each year the fraternity's annual meetings have sought to spotlight some of the problems we face in fulfilling our responsibilities. Many of these matters have been discussed in *THE QUILL*. They include such pressing questions as how we can close the "comprehension gap" in an

age when scientific development outdistances our ability to understand; how we can devise a formula to give the reader all the information he needs and at the same time compete successfully for his time with other interests, and how we can aid educators in teaching school children how to read intelligently.

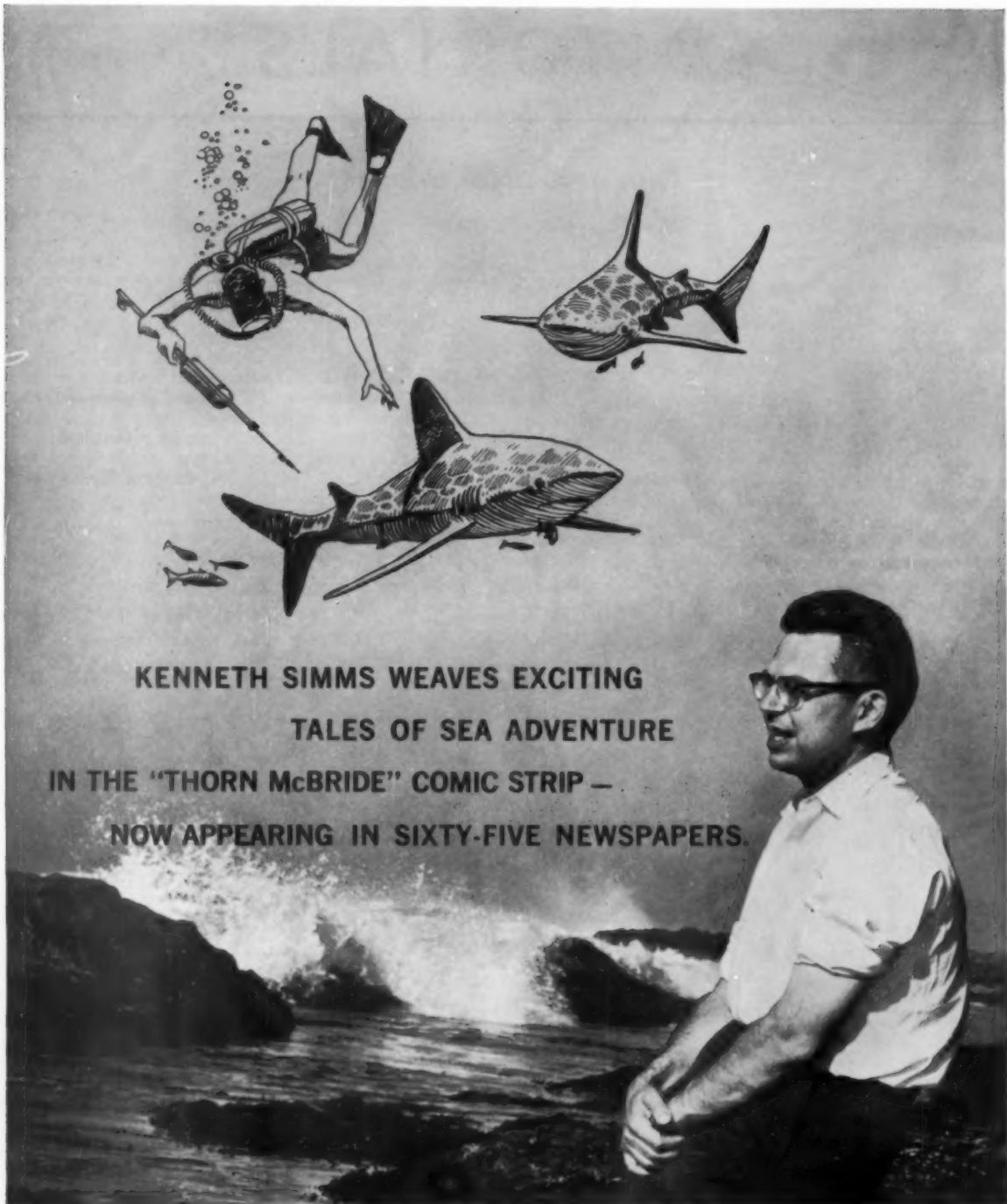
- These subjects have a place on the convention program, along with the discussion of the fraternity's own affairs and with the fun and good fellowship.

The 1960 Sigma Delta Chi convention promises to be one of the most significant in our history.

CHARLES C. CLAYTON



Drawn for *THE QUILL* by Milton Caniff, Kings Features Service
Welcome to New York



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News-Magazines Can Compete With Dailies

By VICTOR J. DANILOV

HOW can suburban weeklies meet the competition of zoned metropolitan dailies, regional magazines and local television?

One way, of course, is to place greater emphasis on local coverage—organizational affairs, local government, cultural activities, community projects and personal items.

Another common approach is to do a better job of informing, through aggressive reporting and backgrounding of news, and/or entertaining, through more and better features, columns and similar attractions.

• A third method is better newspaper promotion, such as sponsorship of community events, cooperation with local business interests in special shopping days, contests and gimmicks, greater use of advertising and other such devices.

All of these techniques have been tried and have worked, at one time or another. However, with the advent of zoned sections of metropolitan newspapers and other developments, it may be time to give consideration to revamping the format of suburban weeklies.

One possible approach is improved "packaging" through utilization of the so-called "news-magazine format." The idea is not new; nor is it untried. At least one suburban newspaper has been using the format successfully for half a century.

The news-magazine format, as applied in suburban newspapers, has four characteristics:

1. Tabloid size, averaging eleven by fifteen inches.
2. Magazine-style color cover, frequently on heavier stock paper.
3. Saddle-stitching along left margin and trimmed margins.
4. Emphasis on photographs and magazine-style feature layouts.

• The news-magazine movement, if you want to call it that, has been centered in suburbs of Chicago, where there now are seventeen weeklies using the format. Four are on the west side and thirteen along the north shore.

The news-magazine suburban format had its inception in Oak Park, Illinois,

where the *Oak Leaves* began using the tabloid magazine about 1910. The weekly now is one of fourteen newspapers, ten of which use the news-magazine format, published by the Pioneer Publishing Company of Oak Park.

• The Pioneer chain has two divisions. The west suburban group includes the *Oak Leaves*, *Forest Leaves*, *Maywood Herald* and the *Austinite*, a Chicago neighborhood weekly, as well as two standard-sized papers, *Montclare-Leyden Herald* and *Norwood Herald*, and



THE NEWS

No Skokie Bond Issue

Vol. 37 - No. 14

Monday, May 5, 1960

Koller Admits Ticket 'Fixes'

Then Asks All: Apply For Jobs

Nilehi Balks At Proposed Costs

Open Talks For New Fire House

THE QUILL for November, 1960

11

a tabloid, *Oak Parker-West Suburbanite*.

• The north shore group papers are the *Highland Park News*, *Highwood News*, *Deerfield Review*, *Vernon Review*, *Lake Forester*, *Lake Bluff Review* and the *Fort Sheridan Tower*, a stitched tabloid without the magazine cover.

The second suburban weekly to adopt the news-magazine format was the *Winnetka Talk* in 1922. Publisher Lloyd Hollister has since expanded his operations to five other north shore weeklies—*Wilmette Life*, *Glencoe News*, *Glenview Announcements*, *Northbrook Star* and *Evanston Review*.

The *Evanston Review*, which Hollister acquired in 1955, also pioneered in the suburban news-magazine field. It was founded in 1925 by Edward R. Ladd and has been edited ever since by Walter S. Lovelace.

• In addition to the Pioneer and Hollister papers, there is the independent *Skokie News*, published by the Greater Niles Township Publishing Corporation. The weekly was converted from a tabloid to the news-magazine format in 1953.

The publishers and editors of the seventeen suburban newspapers are enthusiastic about their publications. They point to at least three major advantages of the unusual format:

1. The format results in a more attractive product.
2. The newspaper is more convenient to handle and read.
3. Each issue has a much longer life.

• W. Newton Burdick, Pioneer Publishing Company board chairman, believes the news-magazine format has been most effective in building and maintaining the unusually strong im-



VICTOR J. DANILOV

pact the Pioneer publications have on the communities they serve.

Hollister pointed out that his publications "have a life of about a week, as opposed to a day or two for comparable standard suburban weeklies."

"This greater longevity makes our papers more attractive to advertisers than they might be otherwise," he added.

Roland R. Moore Jr., editor of the *Skokie News*, listed another advantage: the smaller page size and magazine

(Turn to page 21)



The Evanston Review, one of the largest of the suburban news-magazines, has a circulation of 21,398. It was founded in 1925 by Edward R. Ladd and has been edited ever since by Walter S. Lovelace.

BEHIND THE BYLINE

Victor J. Danilov recently resigned as director of university relations at the University of Colorado to form his own public relations counseling firm, The Profile Company, in Boulder, Colo. As president of The Profile Company, he also heads the firm's four divisions—Western Advertising Service, Western Editorial Service, Western College Service and Western Resort Service.

Danilov has had extensive experience as a newspaperman, journalism professor and public relations practitioner. He has worked for the Chicago, Illinois, *Daily News*, Kansas City, Missouri, *Star*, Pittsburgh, Pennsylvania, *Sun-Telegraph* and Youngstown, Ohio, *Vindicator*.

Before moving to Colorado, he was manager of public relations at Armour Research Foundation and Illinois Institute of Technology. He also has taught journalism at the universities of Kansas and Colorado.

He holds degrees from Pennsylvania State and Northwestern Universities and has written an advanced journalism text, "Public Affairs Reporting," and some fifty professional articles.

Carpenter by day



PRESIDENTIAL ADVISER by NIGHT



Officers of Junior Achievement companies listen as Herman Martin of Standard Oil reviews business principles. Through Junior Achievement, thousands of teen-agers get answers to their questions about business and about the

opportunities that exist for young people today. Left to right—Mr. Martin, Ronald A. Mikuly, Robert M. Balog, and Mary Veenhuizen. All live in Whiting, Indiana, except Mr. Martin, who lives in Lansing, Illinois.

Herman Martin is a man who leads two lives. By day he works as a carpenter at Standard Oil's refinery in Whiting, Indiana.

At night, Herman puts the tools of his trade away and becomes an adviser to company presidents, a counsel who can be relied on to help guide up-and-coming businesses through the highly competitive world of commerce.

Yes, Herman Martin is at home giving business counsel to chief executives of Junior Achievement firms because he has been in business for himself and is studying business administration in his spare time.

He enjoys working with these young people who form their own companies and face the many problems of running their own businesses. He and other advisers help them sell stock, buy supplies, get into production, keep books, sell their merchandise, pay wages, earn a profit for their shareholders—and, in short, prepare for successful adult careers.

There are many other Standard employees, dealers, and agents who give their time to help young businessmen. In turn, the company itself sponsors JA activities and other youth programs such as the 4-H and Future Farmers of America. Right now, Standard is sponsoring 34 JA companies in the Midwest area.

We believe that what we do for young people today helps determine what they will do for themselves and their fellow citizens tomorrow. What better way to learn our system of free enterprise and how it operates than to actually participate in it!

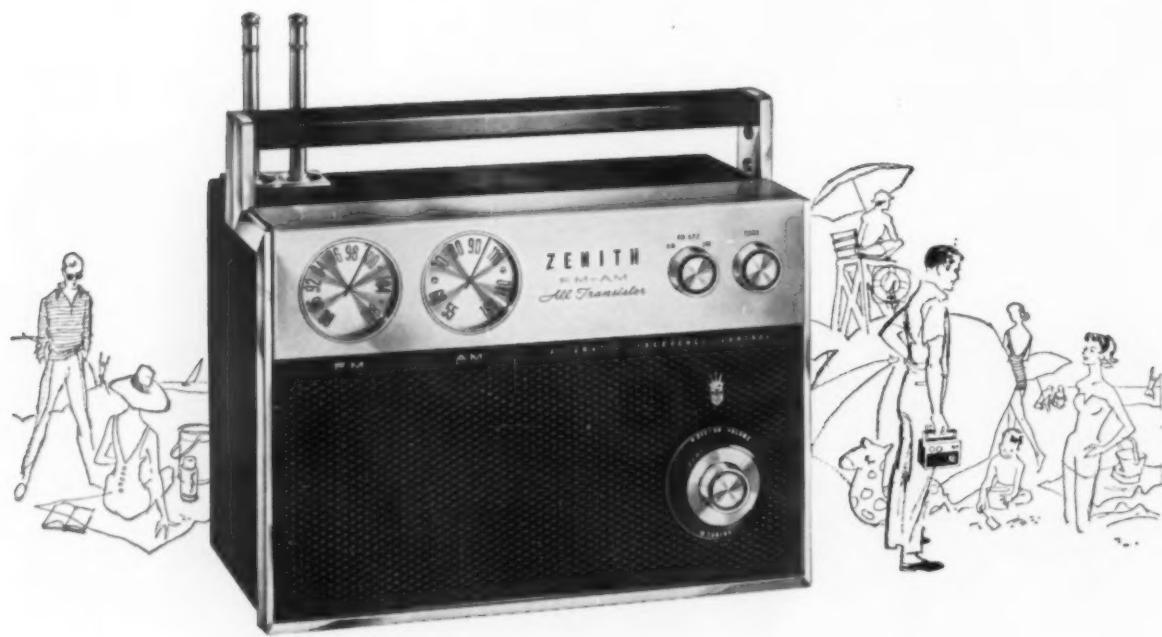
WHAT MAKES A COMPANY A GOOD CITIZEN? Looking to the needs of the future and preparing for them is one way a company can be a good citizen. By encouraging youthful enterprise, we can all work together assuring a bright, secure future for America.

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No Margin for Error In Business Reporting

By **VERMONT ROYSTER**

THE requirements of ethics in business reporting, it seems to me, are exactly the same as for any other part of journalism—only more so.

To say that the business reporter, or the newspaper that prints what he reports, must be honest in stating the truth as he finds it; that he should use his power to publish with integrity and good judgment; that he must take pains to be accurate, as well as to have good intentions; that he must, in deciding what to write, keep in mind the paramount interest of the reading public—all this, I suppose is to say no more than should be said about all forms of reporting.

- But in the effect that a lapse in ethics has, the business reporter differs from his colleagues in many other fields. Because of this, his self-imposed standards must be exceedingly harsh indeed.

The city-side reporter can let his enthusiasm for purple prose lead him into exaggerating the size of the conflagration at the Main Street fire without doing any injury to anyone. He

This is the twelfth in the series of articles on the ethics of journalism compiled by Sigma Delta Chi's Committee on Ethics, of which William Small, news director of Station WHAS and WHAS-TV, Louisville, Kentucky, is chairman.

makes a "better story" at no one's expense. Even if he is a little sloppy and misspells the name of a fireman, or makes the error of reporting that Company A got to the fire first whereas it was really Company B, his mistake has done no grievous damage. He has, of course, hurt the pride of the fireman and the captain of Company A, for which he has no reason to be proud, but he has not done the reader of his story any injury.

To a lesser extent, but still a wide one, this is also true of the Washington correspondent or the foreign correspondent reporting on public affairs. If he is completely dishonest, he can, of course, do great injury. But if he simply succumbs to laziness and writes a muddy story about the report of the Council of Economic Advisers, the area of his damage is pretty small. This is fortunate for the profession, for it is a common performance.

- The Washington reporter can also often pound away on a "dope" story based on scanty and unverifiable information with the feeling that he will not create too much havoc if he is wrong. If he reports, for example, that Senator So-and-So plans to call up the farm bill next Tuesday and the Senator does no such thing, the public is not apt to be discommoded. Too many such stories ought to make the managing editor raise his eyebrows, but that is something else.

With the business reporter, however, the matter is quite different. The equivalent of the misspelled name is a one-digit error in the report of a



VERMONT ROYSTER

corporation's dividend. And the reporter who does this may directly injure a great many people. For so long as the error stands uncorrected, people—the reporter's readers—are going to act on the information he gave them. They will buy and sell the stock and the error will cost them money. They have been injured by their trust in the reporter's accuracy.

- Thus the fact of accuracy in reporting (we will take for granted the honesty of intent) plays a high role in the ethics of business reporting. It is not just a mark of his technical performance; accuracy here becomes a moral obligation.

This simple example has many ramifications in the field of business reporting. A "dope" story about the business outlook for General Motors which is not right will cry havoc. So ethics demands that this reporter set for himself far higher standards for his sources of information, for his judgment of the truth, than some of his fellows need to set for themselves.

The same is true of the "muddy" story when it deals with balance sheets or other matters on which his readers will not merely muse with curiosity but will act.

- And as business reporting stretches beyond these routine matters the requirements of self-discipline and self-imposed integrity mount ever higher.

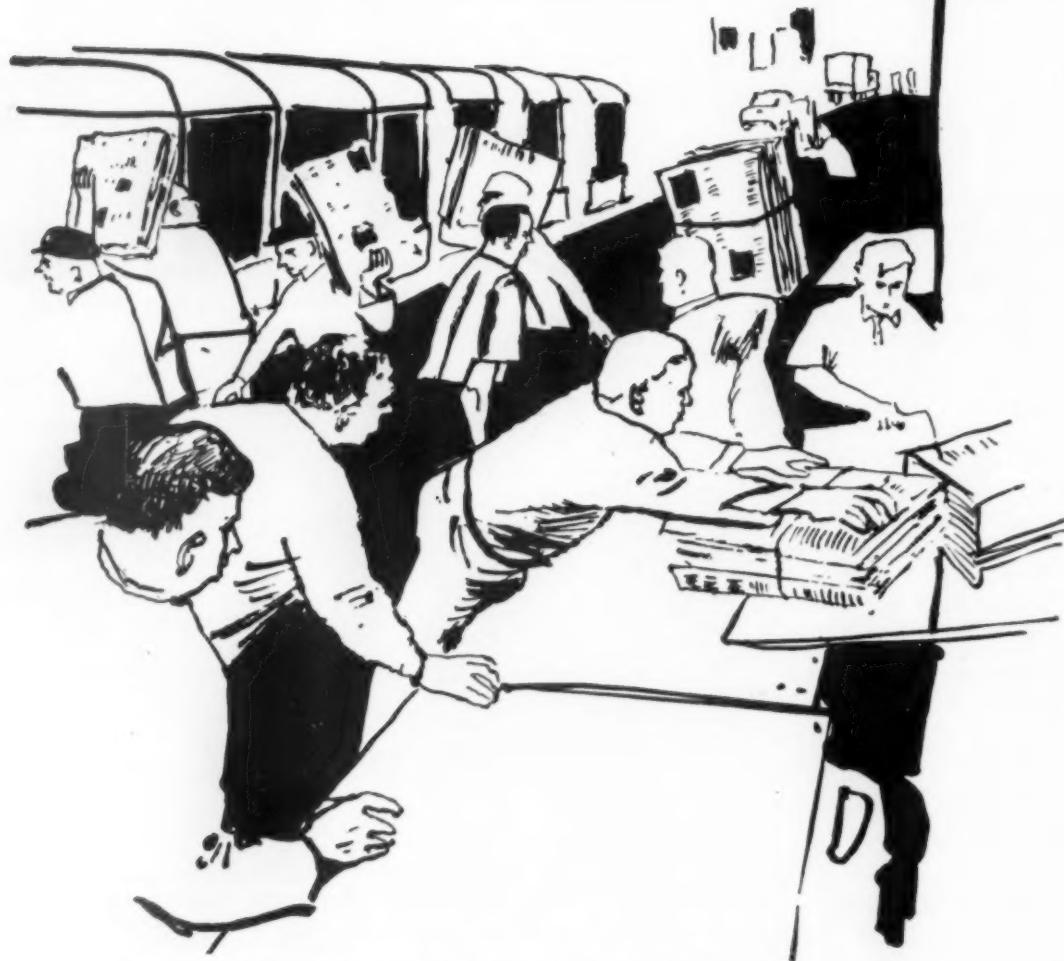
If a survey is being done on voter preferences on the eve of an election, the newspaper poll that errs risks only making the newspaper look ridiculous and perhaps misleading a few inveterate bettors. But a survey of steel in-

(Turn to page 24)

BEHIND THE BYLINE

For nearly a quarter of a century **Vermont Royster** has been associated with the *Wall Street Journal*. He joined the staff of the newspaper in 1936 after his graduation from the University of North Carolina and brief service as a reporter for the New York City News Bureau. He was a Washington correspondent for the *Journal* from 1936 to 1946, except for the war years when he served as an officer in the United States Navy. He became an editorial writer in 1948 and has served as editor of the editorial page since 1958. In 1953 he won the Pulitzer Prize for editorial writing and in 1958 he received Sigma Delta Chi's award for editorial writing.

Newsbreak



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The Free Press of Nigeria

By SEXSON E. HUMPHREYS

NIGERIA became independent on October 1. The press was independent before then—vigorously so. There is perhaps no press anywhere in the world so outspoken as that of this emerging nation.

Nigeria has a population of thirty-five or forty million people, nearly as much as that of metropolitan France; it will be about the thirteenth most populous country in the world. One city, Ibadan, exceeds half a million in population; the capital, Lagos, has about a third of a million people; four other cities exceed 100,000. With a population density of nearly one hundred per square mile for the entire country, Nigeria is more densely populated than any other African country except the small Ruandi-Urundi and some even smaller islands; the

country's Eastern Region, with a density of 269 per square mile contrasts sharply with the rest of thinly-peopled Africa and compares with figures for European countries. All these factors make it likely that Nigeria will become Africa's most important nation.

- Even while it has remained a British crown colony, Nigeria has been developing mass communications on the modern, Western plan. The country has Africa's first television—with transmitters serving both Lagos and Ibadan. It is developing both government and commercial radio. There are two well-edited, general circulation magazines. Advertising is widespread and effective; advertising agencies are aggressive. Public relations is rapidly developing.

Most highly developed of the communications media are the newspapers. The country has twenty dailies, two semi-weeklies, and at least sixteen weeklies. One daily and one weekly have circulations exceeding 100,000. Total claimed daily circulation is 283,000, although the real figure certainly is below 250,000. Most of the dailies are four-page tabloids, but Lagos has an eight-page standard-size paper and tabloids which sometimes have as many as thirty-two pages. Three of the four Lagos dailies, both Sunday papers and one semi-weekly sell for two pence; all other newspapers sell for a penny.

- There have been newspapers in Nigeria throughout the present century; the first successful dailies were established in 1925. In the earlier days, the newspapers were written for the intellectuals. Those papers had ponderous, sermon-like editorials, couched in complex sentences. Only one paper has much of this literary character left; the others now have outright mass appeal. Partly this is the result of mass literacy campaigns, but it is also related to the country's newspaper history.

- In 1937, Dr. Nnamdi Azikiwe (Zik) came to Lagos, after having received an American education, mostly at Lincoln University in Pennsylvania, and after having edited an Accra newspaper for three years. He established the *West African Pilot*, first successful daily newspaper to be run entirely by Nigerians. He brought a degree of sensationalism, used streamer headlines and stressed human interest. Perhaps three-fourths of all the newspapermen in the country today served their apprenticeship on the *Pilot* and bear the imprint of Zik's personality. Zik now is president of the Nigerian Senate.

Just after World War II, the London *Daily Mirror* interests purchased the leading expatriate-owned newspaper, the *Daily Times* of Lagos. The *Mirror* also publishes newspapers at Accra in

BEHIND THE BYLINE

Sexson E. Humphreys has combined an active career in newspaper work with teaching. Last August he returned from a year as a visiting professor of journalism at Lagos City College in Nigeria, where he advised the publishers of that new nation in the establishment of a course in journalism. He is now on the staff of the Indianapolis, Indiana, *News* and he has worked for the Bloomfield, Indiana, *Evening World*, the Indianapolis *Times*, the New York *World Telegram and Sun*, the Richmond, Virginia, *Times Dispatch* and the Dayton, Ohio, *Journal Herald*. In 1952 he held a Reid fellowship for travel and study in the Mediterranean area. He has been an assistant professor of journalism at the University of Illinois and an associate professor at Ohio University. He is a graduate of DePauw University and holds a master's degree from the American University and a doctorate from the University of Rome, Italy.



SEXSON E. HUMPHREYS

Ghana and Freetown in Sierra Leone. These papers are not sensational when compared with London-Paris-New York standards, but they are aimed definitely at getting the largest possible circulation. The *Daily Times* has been well operated, has its own truck line to deliver papers over the huge country (the size of Texas and New Mexico combined). It has its agents even in villages where there may be only half a dozen literates. It has news bureaus and stringers throughout the country. In the 1959 federal elections, its results were sometimes hours ahead of those of the government returning officers. It has reached a circulation of more than 100,000 daily and about 150,000 on Sundays.

• The influence of the *Pilot* and the *Times* upon other newspapers has been great. The third Lagos newspaper, the *Daily Service*, was established in 1933 as the organ of a political group called the Youth Movement; it now speaks for the opposition party in the federal parliament, the Action Group (AG). It has sought to outdo the *Pilot* and the *Times* in mass appeal. With expert British and American advice, its Nigerian publishers have learned how to publish an effective, good-looking tabloid, with an even more sleek and streamlined Sunday edition, the *Express*.

The leading Ibadan newspaper, the *Nigerian Tribune*, is jointly owned with *Service*, but it has its own character. Typographically, the *Tribune* is characterized by nine-pica columns; editorially, it headlines crime. The fourth Lagos newspaper, the *Daily Telegraph*, also plays up crime, particularly of the sexual sort, and features labor news, particularly from the unions' side. In the light of all this, the *Pilot*, which brought sensationalism to Nigeria, now seems the most staid, most literary daily in the country.

Most of the papers in Nigeria have common ownership and management, either with the *Pilot* or the *Service*. The Zik chain (Associated Newspaper of Nigeria, Ltd.) consists of five newspapers besides the *Pilot*.

• Few of these papers are profitable; the rest are supported by the money-making papers of the chain or eventually by party subsidy.

In the Eastern Region there is a small group of independently owned newspapers, whose proprietors have axes to grind but are not national party leaders. They come closest of any publishers in Nigeria to being newspaper entrepreneurs in the American sense. Their dailies are the *Eastern States Express*, Aba; *Nigerian Daily Standard*, Calabar, and *New Africa*, Onitsha. A

Port Harcourt semi-weekly, *Nigeria Observer*, is in this group as well. The Aba paper, owned by Dr. E. Udo Udoma, head of the former Independence Party and now allied with AG, is much the largest of the four, with perhaps almost 5,000 copies daily.

• The *Daily Times* is distinctive in that it is owned outside the country. However, the directors have announced plans to make the stock available for purchase by Nigerians. In the future, therefore, the *Daily Times* may be in a class by itself in being a widely-held stock corporation; stock of the Associated and Amalgamated chains is closely held.

The fourth class of Nigerian newspapers is represented by one of the semi-weeklies, the *Nigerian Citizen*, Zaria, Northern Region. It is printed by the government-owned Gaskiya Corporation. Gaskiya—the name means "Truth" in Hausa—has perhaps the best printing plant in West Africa; it is concerned with literacy work and prints materials in the various languages of the Northern Region.

The federal government has no organ, except as the *Pilot* generally supports the government point of view as spokesman for one of the two parties in the government coalition.

• All the daily papers in Nigeria are morning papers. An *Evening News* was tried in Lagos but failed. Nigerian newspapers generally do not have the kind of mechanical plant which is necessary for the tight deadlines of an afternoon paper, and the level of literacy (20 per cent—comparable to that of India) creates the necessity of a wider circulation area than can be easily reached in the same afternoon. All daily papers in Nigeria are published in the English language, although some have a page in another language—Hausa, Kanuri, Tiv, Yoruba or Efik. Almost all literate people read English. Editorial staffs are 100 per cent Nigerian; a handful of Europeans are employed in mechanical supervisory positions on *Times*, *Service* and *Citizen*, and the *Times* has a European managing director.

The Eastern and Northern regions, for different reasons, create difficult newspaper problems. The Ibos and other tribes which thickly inhabit Eastern Nigeria do not live in cities; Onitsha, the East's largest city, has fewer than 100,000 population. No city dominates the East as Ibadan does the West and travel problems are greater; all Eastern papers are limited in circulation to an area about fifty miles in radius. The Eastern region is as large as Ohio; it is thus rather poorly served, territorially, by its eight dailies.

The problem of the Texas-sized North, with four dailies in two cities, is even greater. The *Bornu People* is intended to serve the far northeast corner of the country, near Lake Chad, but there is no place in the area to print a paper. A reporter works in Maiduguri to gather the news. He puts his stories on a truck going to Jos. A day or two after he has written them they arrive in Jos, where the editor and printers are. The editor processes the news, has it set by hand and then fills the daily paper with whatever else is at hand. Four or five hundred copies are printed each day and put on trucks for Maiduguri and other northeastern cities. If all goes well, the news gets back to Maiduguri *four days* after the reporter wrote the stories.

• A new railroad is being built from Jos to Maiduguri, but even the railroad doesn't help much in distributing Nigerian newspapers. There are daily trains over only short sections of the line. There are trains from Lagos to Kaduna, Northern capital, only five days out of seven; there is only one train a week from Lagos to Jos, two a week from Lagos to Port Harcourt and Lagos to Kano. Even the expensive plane service does not operate daily to the various cities.

Unless newspapers own their own long-distance trucks, they must depend upon private truck lines, largely unscheduled. That is, each day a circulation manager must find a truck going to each destination where he wishes to send his paper. At Kaduna one day the writer of this article found three different Lagos papers for sale, one a day old, one two days old and one three days old; all three papers are published at about the same hour in Lagos. Publishers assert that distribution is the greatest problem in Nigeria.

• Printing also is a difficulty. Only the Lagos and Zaria newspapers have typesetting machines; all the rest are set by hand. Some presses are good; most are bad. And one Onitsha newspaper with an almost-new press missed four days of publication because of a broken part. Type for the chain papers is cast in Lagos and worn type is common; even more difficult is the problem of getting new types for the independent papers. Newsprint is bought on a hand-to-mouth, day-to-day basis because of lack of capital. The Aba paper one day had to halve its press run because its supplier had sold most of his newsprint to a store which wished to publish a large number of handbills.

News staffs are pretty largely untrained. There is no school of journalism.

(Turn to page 22)



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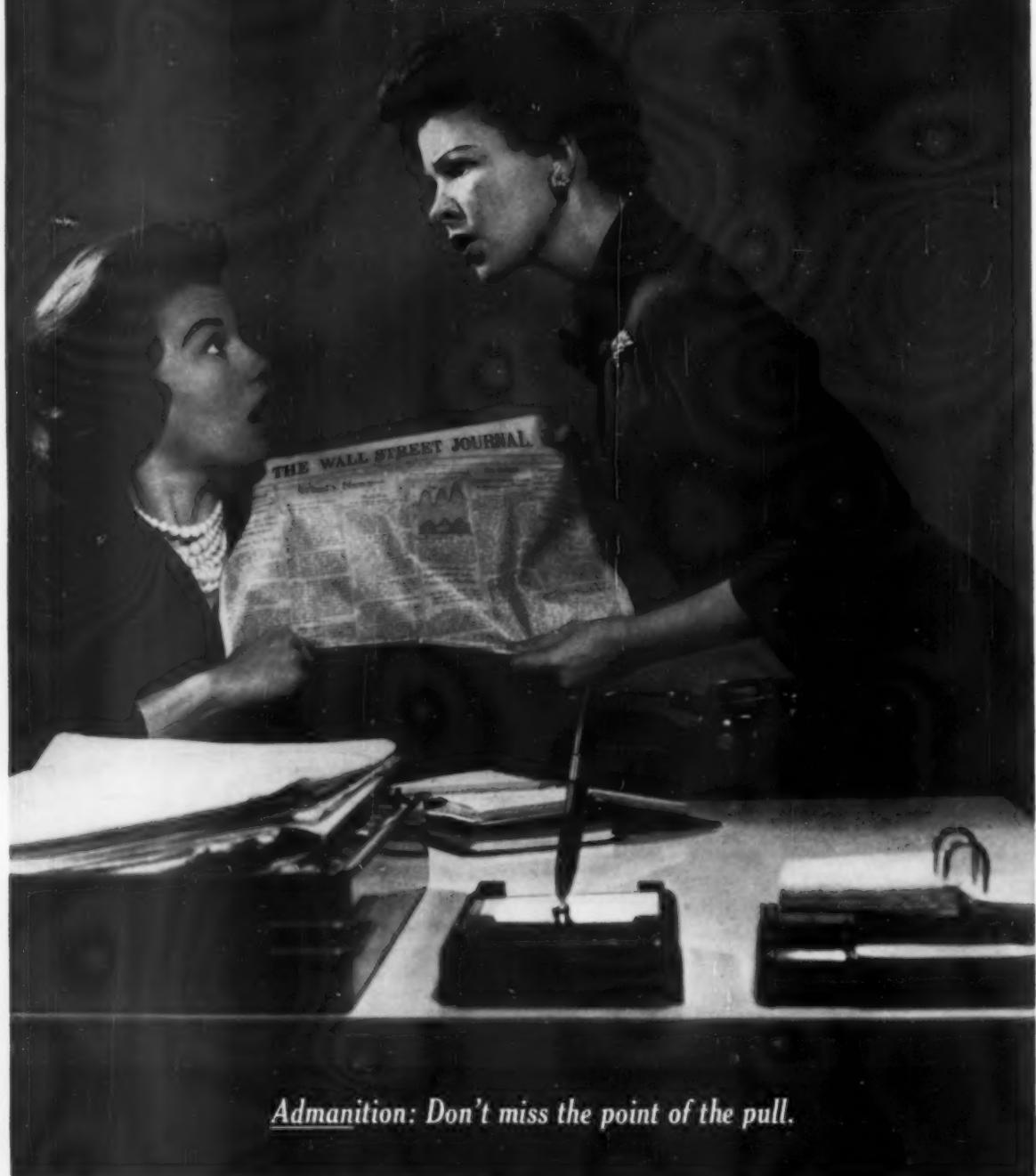


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like all the other executives do!”



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Suburban News-Magazines

(Continued from page 12)

binding "gives people the feeling that they are getting more space—in the news columns and in the advertisements."

• The magazine format, however, does have a number of disadvantages. The two most serious drawbacks appear to be the additional production cost and the limited news play.

It costs more to produce a magazine-format newspaper because of the better grade paper, greater use of photographs, and the special stitching, trimming and color work.

"This may be true," Hollister asserted, "but it's worth it."

In editing the Evanston *Review* for the last thirty-five years, Lovelace said he found the smaller over-all size and general format a handicap occasional "in playing important news stories."

• However, he quickly added, "the advantages more than make up for this."

The seventeen magazine-format suburban newspapers have a total circulation of 125,394, and virtually blanket their circulation areas. The Maywood *Herald* has the largest circulation, and the Vernon *Review* the smallest, as can be seen by the following tabulation:

Maywood <i>Herald</i>	21,920
Evanston <i>Review</i>	21,398
Skokie <i>News</i>	19,387
<i>Oak Leaves</i>	19,300
Austinite	12,200
Wilmette <i>Life</i>	7,940
Highland Park <i>News</i>	7,008
Glenview <i>Announcements</i>	5,528
Winnetka <i>Talk</i>	5,485
<i>Lake Forester</i>	3,482
Northbrook <i>Star</i>	3,355
Deerfield <i>Review</i>	3,289
<i>Forest Leaves</i>	3,200
Glencoe <i>News</i>	2,495
Highwood <i>News</i>	1,050
Lake Bluff <i>Review</i>	887
Vernon <i>Review</i>	401

The papers sell for ten and fifteen cents per copy and are distributed through the mail and by carrier, as well as being sold on newsstands.

• All are printed by letterpress except the Hollister publications, which are produced by offset. The Pioneer Publishing Company's north shore papers, however, are contemplating a switch to offset, primarily because of the better photo reproduction.

Every paper uses a two-color cover, usually on heavier stock. The cov-

er generally features a single photograph or sketch, ranging from three columns to bleed, relating to the top news story, a feature or some community project.

The suburban newspapers use the five-column format inside and standard headline schedules, although the type size rarely exceeds thirty point. The only regular exception to the type policy is the Skokie *News*.

Moore attributes this greater emphasis on eye-catching headlines to the competitive nature of his market (there are two other papers in the immediate area) and the fact that his community is growing rapidly (and has many new young families accustomed to metropolitan journalism).

• The news coverage of the seventeen suburban papers deals, to a large extent, with the usual weekly diet of club news, civic affairs, church activities, personal items, school events and local governmental developments. However, the emphasis varies with the community.

Warren Stevens, editor of the *Oak* and *Forest Leaves*, said his publications attempt to reflect the long established and fashionable communities in which they circulate. The papers are basically "conservative" and appeal to the "cultural, educational and social interests," he pointed out.

• The Skokie *News*, on the other hand, places greater emphasis on governmental and developmental news, as well as investigative reporting, such as a recent series of stories on traffic ticket fixing.

Although all the suburban newspapers make occasional use of magazine layouts on features and picture pages, their news stories are written in straight newspaper style.

The Pioneer Publishing Company's north shore publications offer their readers a bonus in the form of *Suburbia Today*, the new magazine supplement, once a month.

Much of the material that appears in the Pioneer and Hollister publications is carried in all or most of the newspapers in their respective chains. This is possible because of the overlapping circulation and trade areas.

The system followed by the six magazine-format newspapers in the Pioneer north shore group is typical. Norman F. Hirsch, the group's business manager, explained the procedure thus:



Oak Leaves, a weekly serving Oak Park, Illinois, began using the tabloid format in 1910. It is one of fourteen newspapers published by the Pioneer Publishing Company, ten of which fit the news-magazine pattern.

• "The Highland Park *News* and Highland *News* contain exactly the same editorial and advertising material, except that we often replate the front cover of the latter.

"The Deerfield *Review* is the same as the Highland Park *News*, except that we always replate the cover with a new photo, and also replate between fourteen and twenty pages inside with news of Deerfield.

"The Vernon *Review* often has its own reprinted cover photo, but carries the same news and ads as the Deerfield *Review*. However, we transpose pages three and ten of the Deerfield *Review* to emphasize the local angle.

"The *Lake Forester* is published as a separate entity from cover to cover. There are, of course, several advertisements that are picked up from the other papers. The Lake Bluff *Review* is the *Lake Forester* with a new cover photo and transposition of pages three and ten."

• Advertising is sold in many combinations by the publications. It usually is possible to appear in one or all the newspapers in a chain. But there are some exceptions.

Advertising can be purchased in

the Pioneer north shore papers, for example, in only two basic combinations, with the Lake Forest and Lake Bluff papers in one unit and the Highland Park, Highwood, Deerfield and Vernon papers in another unit. Provision is made, however, for various special combinations at higher rates.

Hollister estimates that about 50 percent of the advertising in his six weeklies is sold on a package basis.

The average number of pages published by the seventeen suburban weeklies ranges from thirty-two for the *Austinite* to ninety-six for several of the Hollister publications. Special editions frequently exceed 200 pages.

The *Oak Leaves* annually publishes an anniversary issue during the third week in June that averages 212 pages, while the Hollister papers have an annual real estate edition that must be published in two sections because of its size.

All of the magazine-format weeklies appear to be healthy and to be giving their competition a run for their money.

"The metropolitan zoned editions are having an impact—particularly in the placing of advertising—but we feel confident we have the ammunition to fight back," as one publisher aptly put it.

Nigerian Press

(Continued from page 18)

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• Barely half-dozen of the papers can afford any kind of wire service, although *Reuters*, *United Press International* and *Agence France Presse* all are available. Chiefly to meet this problem, the newspaper and radio proprietors finally have formed a society. Such co-operation has been unobtainable in the past because of the rivalry between the two political-party chains of papers. The society is seeking to establish a cooperative news service which will furnish both Nigerian news and the budget of a foreign service to each newspaper at a price that can be afforded. There will be government participation in the plan only as the government radio corporation and the government information services join as regular members; no government subsidy is desired. (A similar "West African News Service" already has been operated by *UPI* for the AG chain of papers.) The same proprietors' society also is tackling the problem of journalism education, with plans for a one-year course beyond high school, to be operated probably at Ibadan. The Eastern Region's new University of Nigeria proposed by Dr. Azikiwe, which opened in October at Nsukka, includes

a course in journalism leading either to diploma or degree.

• Nigerian newspapermen feel handicapped by law. There is a sedition law which has not been invoked against newspapers but which is feared by newsmen. The libel law is that of British common law, but experience has shown that Nigerian courts almost always find against the newspapers and assess high damages—as much as the equivalent of \$110,000 in one 1959 case, a staggering sum in a situation where newspapers operate on shoestrings. Although the country has a tradition of press freedom, Ghana's example nearby brings fears. The Nigerian press rose united when the present minister of information, holding his first press conference, hinted that the country ought to have a law requiring that in the immediate period of independence, no criticism could be permitted unless it was "constructive."

• Despite all these problems, Nigeria's newspapers are very much alive and kicking. They have been perhaps the greatest force in creating the idea of Nigerian nationalism. Herbert Macaulay, who was editor of the first successful daily, also was the father of the idea of Nigerian independence. Dr. Azikiwe made nationalism the theme of the *Pilot* from its foundation. And in the months just preceding independence, the expatriate-owned, Nigerian-edited *Daily Times* has been the most effective voice for more "Nigerianization" of jobs. Akintola, who had been editor of the *Service*, made the first motion in the Nigerian parliament for independence. On this the Nigerian press has been united, and it has now reached its goal.

But ever since the *Service* and *Pilot* have been in competition, as organs of AG and NCNC, they and their affiliated newspapers and the non-party papers as well have disagreed violently as to the means by which independence

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could best be achieved and Nigeria best be governed. To a large degree, the quarrel has been over personalities. And the newspapers have not been hesitant to engage in personalities. Some of the things said remind an American of the "dark ages" of United States newspaper history, just after American independence, when Washington and Jefferson were particular victims of newspaper epithets. So vigorous has been the Nigerian name-calling that politicians have gone to libel courts to protect their reputations. One politician-newspaper proprietor accused another politician-newspaper proprietor of seeking to assassinate him; a court awarded \$8,500 damages to the victim of the accusation. This kind of thing is making Nigerian newsmen more cautious and the name-calling is tending to subside, just as it did in the United States after the first years of independence.

• But there is no tendency at all in the Nigerian press to fight any less hard for what its proprietors believe to be good for their new country. Most Nigerians, at least in the Southern part of the country, seem to like it that way. In one newly emerging country at least, freedom of the press seems something that is cherished.

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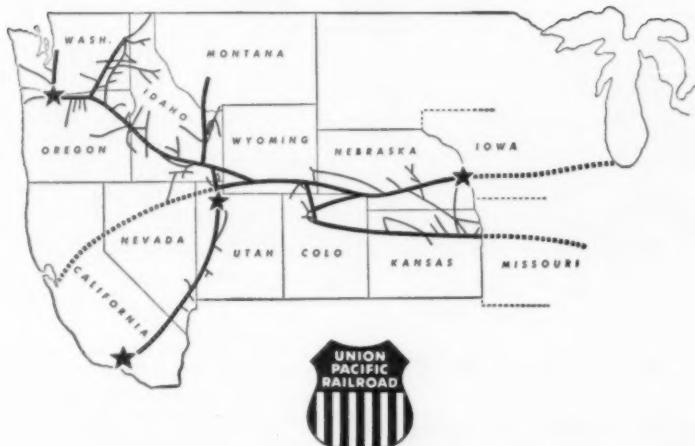


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W. G. BURDEN
New York City—REctor 2-7440
Ridgewood, N.J.—GIlbert 5-0340

W. G. Moore

*General Director of
Public Relations*

Business Reporting

(Continued from page 15)

dustry inventories on the eve of a steel strike can have a vital impact on events. It can influence the actions of the union and management in the bargaining session; it can affect the decision of businessmen far removed from the scene of battle; it can even have its impact on the thinking of the federal government trying to decide whether it should act or keep hands off.

• The reporter, and the editor, therefore cannot treat their information cavalierly. Ethics requires that they resist the temptation to jazz up the lead with exaggeration, which might be perfectly permissible in that con-

flagration story or on the sports page. Too many people are trusting the report for their actions.

• It seems to me that this aspect of business reporting is far more important than such obvious ones as resisting advertising pressure for plugs in the news columns. Running the picture of a hardware store manager to please the business office may be a bad business practice, but I doubt if it does any harm otherwise. As for honesty, that is a universal requirement.

But I know of no field of journalism where ethics calls for greater self-discipline in accuracy, thoroughness, clarity and completeness than the area of business journalism.

Responsible Editorial Writing," January QUILL.)

However, was the editorial commenting on an action of the American Bar Association, meeting here in Miami, unethical or merely inaccurate? If it was the latter, then I plead guilty to a venial sin, not uncommon in the trade, but hardly to a cardinal one. The editorial was indeed inaccurate—according to the lawyers' interpretation of what took place.

What took place is amply documented in Irv's dissection of the *Miami Herald*. His major point is well-taken: An editorial writer should go beyond immediate news sources, including those of his own paper, for factual background.

But it is just as Irv surmises. The Ivory Tower was unaware of A.B.A. President Malone's statement that the action taken in accepting the report of the Bill of Rights Committee "did not in any way recede from, or modify," the association's prior "acceptance" of a diametrically opposed report by the Committee on Communist Tactics, Strategy and Objectives. It was, of course, our fault: ignorance of a legal statement is no excuse. But it does suggest a little closer liaison between bar presidents and editorial writers, who are not necessarily God's ill-chosen people.

Now, the editorial in question was based on the news stories, but we do not condemn the news writers. Further, it appeared two days after the first news story, and there was no objection that we had heard to this story. (If this means that editorials are better read than news stories, I am elated, Irv. But I doubt it.)

The principal factor which confused the editorial writer was the bow-wow in the bar over *accepting* this report. It surely contradicted the first one, which is said to have inspired the resignation of Chief Justice Earl Warren from the A.B.A. So when a fight developed over accepting the second report, the semantics of editorial writing presupposed that the semantics of lawyering were one and the same. Surely, now, the layman would surmise that the bar was reversing itself!

To make a long letter short, one further detail. The next day the *Herald* published an editorial correction, humbly labeled "In Error."

I regret that Irv did not give us credit for that in his clinical study of ethics, though if he had telephoned me from Miami Beach during his generous intercession on our behalf with the angry lawyers, I could have told him about it.

DON SHOEMAKER
Editor, Editorial Page
The Miami Herald

From Quill Readers

National Mania

To The Quill:

For a long time now I have felt that someone ought to stand up and tell the rest of us "Shut up." And by "us" I mean the whole body politic.

The event that finally roused me enough to write these words was the running of the Olympics. Before that event, on paper and in the air, we had the greatest collection of athletes since Samson, John Henry, Paul Bunyan, and Hercules. Maybe we did have, but don't the results indicate that we shouldn't have been so hasty with the big brag?

Isn't modesty becoming any more, and what has happened to the good, old American virtue of not shooting off the mouth until the votes are counted?

The Olympics are only one facet of something that is turning into a dangerous national mania—the urge to rush into print, the unhealthy drive to claim the first, the best, the greatest, the biggest, the smallest, and the deadliest. Take that latter word, for instance. How many times in recent months have we had to swallow some claim because the Russians came along with a better piece of hardware the next morning?

Failure of an experiment is not necessarily a disgrace—the disgrace lies in bragging about what a big bang the thing will make before the fuse is lighted.

We are constantly told that ours is the strongest nation on earth. Amen.

Let's keep it that way. But by yelling about it we are simply asking to be knocked off by somebody who doesn't happen to believe the boast.

These observations have nothing to do with stifling free speech, or suppressing information. They do suggest that we ought to help various politicians, scientists, military and businessmen.

JACK RYAN, Director
Publications and News Service

Newspapers of Future

To The Quill:

Gene Balliett's article on the "Newspaper of the Future" sees further, is better written, and holds more promise for newspaper men than any I've seen in *THE QUILL* since I became an SDX member in 1955. Knowing that somewhere there is someone of his caliber, his beliefs, in a position of responsibility on a large newspaper I can reveal my heretofore hidden belief in the continued value of the newspaper without fear that thinking men will laugh.

JAY M. BECKER
Managing Editor
Ellensburg, Wash., Daily Record

An Answer to Dilliard

To The Quill:

If I have to be carved up in a clinic on "ethics" as Bill Small would appear to define them, I could ask for no better hand on the scalpel than Irving Dilliard's, a man who is eminently fair-minded and dedicated. ("News Ethics:



Today, when the free world depends more than ever on a free press, we extend our special wishes for continuing success to the members of Sigma Delta Chi.

INTERNATIONAL HARVESTER

The Book Beat

Publisher's Story

THE late Major Lew B. Brown, publisher of the St. Petersburg, Florida, *Independent*, gained his first fame when he offered to give away copies of his newspaper on every day the sun failed to shine in his city. He built his newspaper from a struggling daily in a town of 3,000 to one of the best known newspapers in Florida before he died in 1944. In "The Beneficent Blaze" (Pageant Press, New York, \$4) his granddaughter, Mrs. Marion Zaiser, has written a sentimental and affectionate biography which traces his career from his first newspaper job in Arkansas, through his years as a reporter and printer in Louisville, Kentucky to his success in building a prosperous daily in St. Petersburg.

This Hungry World

"DEMOCRACY Is Not Enough" (Harcourt, Brace and Co., New York, \$3.95) is appropriately sub-titled "A personal survey of the hungry

world." This is the world as John Scott, *Time* global reporter, found it during five years of travel, trained observation, and probing for answers and explanations.

This is a book about two billion people of assorted colors and cultures in the underdeveloped nations and territories of Asia, Africa, and Latin America. There is a stirring, a yeasting, among these human beings and their emerging independent nations. And it behoves Americans—especially those who would report and interpret events—to be more than casually aware of these social-political-economic facts of life on our planet.

Scott's thesis is that democracy isn't enough for the masses of hungry and troubled people. More, and more immediate than this abstract democracy, must come forthright plans and actions to fit real and immediate problems that are fact, not mere theory. These flesh and blood facts will not be denied. Too many of these people are being tempted to try communism. What then can awaken the West and what then can the West offer this hungry world? Scott's analysis of situations and suggested answers make substantial reading.

—D. W. R.

Censorship

LOSELY related to the press' fight for freedom is the continuing battle in this country against literary censorship. In "The First Freedom" (American Library Association, Chicago, Illinois, \$8.50) Robert B. Downs, director of the University of Illinois Library and a former president of the American Library Association, has edited a militant anthology of the best of current writing on freedom. Included in the eighty-eight authors represented are such noted names as Bernard De Voto, Heywood Broun, Henry Steele Commager, H. L. Mencken, George Jean Nathan and George Bernard Shaw. This is a volume which deserves attention, both in its own right and as a guidepost for our own fight for press freedom.

—C. C. C.

A distinguished newspaper editor speaks out on
The Fading American Newspaper

by Carl E. Lindstrom

Mr. Lindstrom, retired executive editor of the *Hartford Times*, co-founder of the New England Society of Newspaper Editors, and former professor of journalism at the University of Michigan, has written a vigorous, sharp and unsparing critique of America's newspapers. His comments on the shifting of control from editors to the front office, the migration of journalists—and readers—to other communications media, and the uncertain future of the business make this book required reading for all who create, distribute, advertise in, and read today's newspapers. \$3.95 at all booksellers, or direct from **DOUBLEDAY & CO., Inc., Garden City, N. Y.**

"ANYTHING CAN HAPPEN ON A NEWSPAPER; ON A COUNTRY WEEKLY, IT USUALLY DOES."
says Weimar Jones, author of
My Affair With a Weekly

Don't miss these experiences
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JOHN F. BLAIR, Publisher, 404-B 1st Nat'l
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When answering blind ads, please address them as follows: Box Number, **THE QUILL**, 35 E. Wacker Drive, Chicago 1, Ill.

HELP WANTED

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WRITERS WANTED for immediate assignments in Business, Professional, Farming Fields. Box 1019. **THE QUILL**.

PUBLIC RELATIONS ASSISTANT: National organization with headquarters in Owensboro, Kentucky, has vacancy on staff for outstanding trainee. Functions will include assisting in stockholder and employee communication programs, community and press relations, and special public relations. Age 24-26. Require college degree, with professional writing experience. Send complete résumé and salary requirements to: Supervisor, Employment, P.O. Box 577, Owensboro, Kentucky.

SITUATIONS WANTED

Journ grad Penn State, MBA Wharton, 33, married, vet. Experience in coin-operated machines, phone records, office management. Seeks growth opportunity in Phila-Del Val area. 1865 Clayton Road, Abington, Pa. or TU 7-4552.

RADIO-TV NEWSMAN with B.A., M.S.J. looking for depth operation. Two years metropolitan newspaper experience. Also radio news-writing, broadcasting. Not looking for "a" job but "the" job. SDX Outstanding Journalism Grad. Excellent references. Available after Dec. 10, 1960 upon receiving M.S.J. at Medill, Box 1037, **THE QUILL**.

Seeking West Coast newspaper, radio, television, magazine position. B.A. English, M.A. English imminent. Experienced radio, wire service, technical; all undergraduate media, writing awards. 27, married, vet, SDX, Box 1038, **THE QUILL**.

Experienced promotion coordinator, editor, publicist now with major industrial wants Midwest supervisory position. Married, 38, English BA, PR grad work. Box 1039, **THE QUILL**.

MISCELLANEOUS

FREE
Job market letter, with list of available jobs and nationwide employment conditions. Bill McKee, Birch Personnel, 67 E. Madison, Chicago, Illinois.

How to Get Your Book PUBLISHED!

Your book can be published, promoted, distributed by successful, reliable company noted for prompt, personal service. All subjects. Free Editorial Report. Inquiries also invited from businesses, organizations, churches, etc. Send for Free Booklet. Vantage Press, Dept. QL, 120 W. 31, New York 1.

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What makes a newspaper great?



The "Headache Ball" building wreckers call it. And whenever this massive chunk of steel caroms off some well-loved community landmark, city officials can expect the agony of sudden change to be widespread and vocal.

Best remedy for pains of progress: an informed citizenry aware of the need for urban redevelopment, convinced of the good that comes of it, conditioned to accept new patterns of living that sound city planning brings about. Best medium for keeping citizens so informed: the daily newspaper.

Since World War II, city planning and redevelopment have been a major reporting project of the Minneapolis Star and the Minneapolis Tribune. Led by Daniel Upham, executive assistant in the news department, staff writers, photographers and cartographers of these news-

papers have helped keep readers apace with the growth of their community (and growing pains to a minimum) through clear, concise articles and picture stories.

As each new project is initiated and reaches completion—to the tune of \$200 million in downtown Minneapolis alone in post-World War II expenditures—Minneapolitans are watching their city being transformed in the pages of the Star and the Tribune.

These newspapers, says Lawrence M. Irvin, Minneapolis Planning Director, "have given consistent support and excellent, broadscale and effective coverage to matters of urban planning. Almost all major projects, from research to physical

construction and establishment of legal controls have been thoroughly covered and well related to the larger planning framework in a way which makes people more aware of the need for 'comprehensive' as compared to 'project' planning."

Last May 23, for the first time to any newspaper, special recognition came to the Minneapolis Star and the Tribune at the National Planning Conference of the American Society of Planning Officials:

The Society's initial annual award "for public service rendered in the advancement of city and regional planning through outstanding journalism."



UPHAM

MINNEAPOLIS
STAR
EVENING

Minneapolis
Tribune
MORNING & SUNDAY

525,000 COMBINED DAILY • 655,000 SUNDAY
JOHN COWLES, President

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At 52nd & 6th, Moriarity's clock stops you—and starts you.

Working Stiff to Just

A clock that runs backwards unless viewed in a mirror. Pictures of foreign correspondents. Carver's fancy façade. The Iron Man. James Thurber's cartoons. These identify five of the 3,417 establishments that serve alcoholic beverages in Manhattan.

But all five share one trade-mark: the sometimes movable, sometimes immovable, object called a newspaperman. Here, New York and visiting newsmen feel "at home." Camaraderie is king. Good food and good drinks play second fiddle to the lively banter that is standard fare.

Comedians' shoptalk pales in comparison. I've thought so ever since I overheard one famous funny man conversing with another at a free-load years ago.

"Say," he inquired earnestly, as I waited to be convulsed, "have you invested in that uranium thing out West?"

By contrast, Tim, the individualistic proprietor of Costello's (699 Third Ave.) causes belly laughs without even trying. Once he allowed a magazine photographer to shoot a picture in his shop at 44th and Third—but politely declined to pose with the star of the story, a Miss Marilyn Monroe.

The place to play the "match game" or find out about the "Formerly Club" is "Bleek's," the Artist and Writers' Restaurant. P. J. Moriarity's is an old, old favorite, especially with AP'ers. Lawton Carver, an ex-newspaperman himself, naturally acquired a press following. Regional dinners, press conferences, book nights and other special events keep the Overseas Press Club humming.



Saturday buffet draws habitués to the Overseas Press Club. Shots of members in action line walls.

PICTURES AND TEXT BY ED WERGELES

Plain Stiff



Carver's, at 47th & 2nd Ave., is a new favorite of sports writers as well as other newsmen.

BEHIND THE BYLINE

Ed Wergeles, who produced this sober sampling of favorite off-duty hangouts of the press says he has been an active student of this kind of life as long as he has been an active newsmen, twenty-five years. He established a firm base as a youth by downing a quart of milk every morning. He served his apprenticeship by toting coffee and other potables as an art department office boy on the *New York Journal* in 1936. An Army photographer during World War II, he managed to continue as a bon vivant in the Philippines despite obvious obstacles. These days after dark you are likely to find him with other working newsmen swapping shop talk at any of the five places pictured. He is senior editor in charge of covers and photography at *Newsweek* and last year won the National Headliners' award and the *Milwaukee Journal* color award for his photograph of Eisenhower and Khrushchev.



Ed Wergeles



Iron man: Artist & Writers' apt symbol



Costello's has Thurber art. Brendan Behan found Tim's, too.



"ABSORBING is the word for The Houston POST"

says Nina Vance, director of nationally famous theatre-in-the-round, The Alley

"I like to read The Houston Post because it is an absorbing newspaper. Everything about it is as fresh as a Texas sunrise, including its literate and imaginative coverage of the theatre and its cultural companions."



SPOKESMAN FOR
THE GROWING SOUTHWEST

THE HOUSTON POST

Welcome to New York

Convention Section



Outstanding Program Is Planned

By HOWARD KANY

SIGMA DELTA CHI hangs its shiny gong on New York Thursday, November 30 for the start of one of the biggest national conventions in its history. Undergraduate and professional members from all over the United States will converge on the world's communications headquarters for a memorable four-day meeting.

Highlights of the program include: Addresses by Governors Nelson Rockefeller of New York and Michael DiSalle of Ohio; Turner Catledge, managing editor of the *New York Times*; Rep. John E. Moss (D-Calif.) and Dr. Frank Stanton, president of the *Columbia Broadcasting System*.

• A panel discussion of the press' fairness in coverage of the Presidential campaign, led by the Nixon and Kennedy press secretaries;

BEHIND THE BYLINE

General chairman for Sigma Delta Chi's 1960 convention is **Howard L. Kany**, who since 1959 has been director of international business relations for the *Columbia Broadcasting System*. From 1953 to 1959 he was manager of the *CBS Newsfilm*. Prior to that he worked for the *Associated Press* for seventeen years. He has also been news editor of the *Washington, D. C., Daily News* and a columnist for the *Springfield, Ohio News and Sun*. He was graduated from Wittenberg College in Springfield, Ohio and has taught journalism at the American University in Washington.

Tours of headquarters of the major newspapers, wire services and TV-radio networks;

Action on a proposed program for revitalization of the fraternity;

• Presentation of annual awards;

A busy schedule of special activities for wives of members, to run concurrently with the convention program.

Here is a day-by-day rundown of the scheduled events:

Wednesday, November 30: Registration begins at 9 a.m. at the Biltmore

A view of the New York skyline with the famous Statue of Liberty in the foreground is one of the sights which delegates and visitors to the Sigma Delta Chi convention will see.



Governor Nelson Rockefeller of New York.

Hotel, convention headquarters. The Executive Council meets in an all-day session. At the same time, throughout the day tours will be conducted for arriving members. Points of interest will include the New York Times, New York News, National Broadcasting Company, Columbia Broadcasting System, the N. Y. Stock Exchange and others.

- A kickoff reception will be held at 6:30 p.m. at the exclusive Pinnacle Club. Located atop the Socony Mobil Building, the club offers a panoramic view of the city of New York—the skyscrapers, the East River, the docks, the financial district, Central Park and the Hudson River. *The Wall Street Journal* will be host.

Thursday, December 1: The convention's first business session will be held at 9 a.m. The McKinsey & Co. report



Turner Catledge, managing editor of the New York Times.

to reorganize Sigma Delta Chi will be presented at a session to be presided over by V. M. Newton Jr., Sigma Delta Chi president. The McKinsey plan has been approved by the fraternity's Executive Council, and now needs ratification by the general membership in order to take effect.

Key provisions include the appointment of an executive officer, and a full-time executive editor of *QUILL*, formation of a board of directors consisting of eleven regional directors, strengthening of the fraternity's freedom of information program at local, state and national levels.

- The Luncheon Session on Thursday will feature an address by Governor Michael DiSalle on "Freedom of Information in Ohio," and the presentation of the first Sigma Delta Chi Freedom Award to Representative John E.



Governor Michael V. Di Salle, of Ohio.

Moss. The Congressman is chairman of the House Sub-Committee on Government Information. The New York *World-Telegram and Sun* will be the luncheon host.

At 2:30 p.m., Sam Archibald, executive assistant to Representative Moss will talk on "Federal Secrecy." Following this, the question, "Has Electronic Journalism Come of Age?" will be considered by a panel of radio and television news leaders, including Sig Mickelson, president of *Columbia Broadcasting System* News, William Small, of Station WHAS-TV, Louisville, Kentucky, Jack Gould, of the *New York Times*, and Gilbert Seldes, of the *Saturday Review*. Moderator will be William Small, chairman of the board of the Radio Television News Directors Association.

The day's program will be con-
(Continued on page 41)



Howard Kany, who is general chairman for the 1960 convention.



Frank Stanton, president of the Columbia Broadcasting System.



William C. Payette, president of the New York Deadline Club.

New York Press Offers Papers for All Tastes

By RAY ERWIN

YESSIRWADDYREAD?

Such a sotto voice query to any Sigma Delta Chi conventioneer visiting New York City is easily translatable into, "What paper do you want?" It's about the only hawking you will hear because the raucous, sea gull-like cry of newsboys is prohibited by ordinance. But don't let that fool you—New York is a highly competitive newspaper town.

- Bold headlines and catchy photographs suffice to attract news-conscious eyes to hotel and street-corner displays of New York City's newspapers.

What sort and assortment of newspapers will Sigma Delta Chi professional newspapermen find on their convention city's sales racks?

The New York newspaper is a many-splendored (well, seven at least) thing.

The New York newspaper, considered as a composite, could be said to come in seven sections, each with distinct and distinctive differences, each with its own logotype and type, its own ethics and politics, its own purpose and platform, its own personality and personnel, its own appeal and readership.

Each paper appears to have a particular appeal for a particular group of readers.

- Logotypes of these seven divisions—there are many other specialized sections, as we shall see—are the New York *Herald Tribune*, New York *Journal-American*, New York *Mirror*, New York *Daily News*, New York *Post*, New York *Times* and New York *World Telegram & Sun*.

The seven "divisions" easily are considered individually in three groupings



RAY ERWIN

into which they naturally fall. The three groups are composed of the two morning standard newspapers, the two morning tabloids and the three evening newspapers.

The *Times* and *Herald Tribune* are the standard morning newspapers with international outlook and national influence and prestige. They publish European editions in Paris, and their mighty voices are heard around the world. Foreign, national and local news coverage approach approximate equality and quality on their carefully planned pages.

Staggering statistics reveal more than admiring adjectives about that tremendous institution and newspaper of record, the *Times*. Publisher Arthur Hays Sulzberger reported a \$39,000,000 payroll last year, 5,700 employees, 900 of whom are in the news and editorial departments, getting and interpreting "All the News That's Fit to Print." Total revenue last year was \$103,000,000. The *Times* has spent \$18,900,000 on an additional printing plant at 101 West End Avenue.

- Constant change, innovation, improvement, experiment mark the current *Herald Tribune* and make it one of the most challenging newspapers now published. The beauty and balance of its typography and make-up have won it national acclaim and many awards. Superb Washington and European political coverage plus commentary by such scholarly columnists as Walter Lippmann, Roscoe Drummond, Joseph Alsop and David Lawrence set the tone and appeal, along with liberal Republican editorials under the guidance of President-Editor Robert M. White, II.

John Hay Whitney, principal owner of the *HT*, which combines Horace



Park Row was the center of newspaper operations in New York when this picture was made in 1890. At left is City Hall. The domed World Building, built that year, was the largest building in the city at that time, and next to it is the Tribune Tower, which still stands. No papers are published on this famous street now.



A New York newsstand gives a capsule idea of the variety of cultures that are represented in this melting pot of civilization. Numerous daily and weekly foreign language papers are published for foreign-born Americans who still have sentimental ties to "the old country," and the relatives they left behind.

Greeley's and James Gordon Bennett's pioneer papers of the past, plans to take personal charge of publishing the paper when he relinquishes the Ambassadorship to the Court of St. James.

• The two morning tabloids are the *Daily News* and the *Mirror*. Blockbuster boxcar type and near-life-size photographs blast across their front pages to startle and sell—sell millions of copies daily to the man in the street, the man in the subway, the man in the commuter train, the man next door.

The big and brash *News* (more than 2,000,000 daily, more than 3,400,000 Sunday, largest in the land) founded and nourished by the late Capt. Joseph M. Patterson, recently completed a \$20,000,000 building and equipment-expansion program to keep abreast of its great growth. The *News* printed 716 pages one Sunday a few months ago. Bright and breezy headlines, sizzling and earthy editorials (love, gambling, hate, foreign aid, and United Nations), short and sharp copy editing, crusades against crime and corruption, are characteristic. The paper is always pithy and pungent.

Hearst's *Mirror* gives more space to solid news and less to sensational stories than in its earlier days. Walter Winchell (Mr. Broadway) is a *Mirror* "newsboy" who sells plenty of papers.

BEHIND THE BYLINE

Ray Erwin is a columnist, reporter and syndicate news editor on the staff of *Editor & Publisher*, professional journal of the newspaper industry. He was on the rewrite bank and was ship news reporter for the *New York Sun* for five years until the sale of the *Sun* to the *World-Telegram* in 1950, when he joined *Editor & Publisher*. Previously he had served ten years on the Charlotte (North Carolina) *Observer* and as editor of the Miami Beach (Florida) *Tropics*, now the *Miami Beach Sun*. At thirteen, he became a printer's devil on a North Carolina weekly, and after receiving his education at Davidson College, he was editor of two prize-winning weekly newspapers in his home town, Wilkesboro, North Carolina.

Careful sports coverage and complete entertainment news long have been *Mirror* specialties. Publisher Charles B. McCabe directs the *Mirror*'s extensive promotion of concerts and athletic events for the city's youth.

The third category is composed of the three evening newspapers, the *Journal-American*, *Post* and *World-Telegram & Sun*.

• The standard-size *Journal-American*, a sprightly Hearst paper, long has ranked at or near the top in evening circulation in the United States. Red streamers, picture pages, generous display of Hearst national and local columnists and many comics long have served to attract and hold readers and make it the evening circulation leader. The *J-A* took a more serious turn a couple years ago when it, at great expense, installed a special staff to handle the full New York Stock Exchange reports. Civic and athletic promotions are characteristic.

The ancient *New York Post*, founded by Alexander Hamilton and for generations a conservative standard-sized paper (poet William Cullen Bryant was

once editor), has become a successful ultraliberal tabloid under Publisher Dorothy Schiff and Editor James Wechsler, a leader of Americans for Democratic Action. The *Post* espouses with gusto the rights and claims of minority groups, especially Jews and Negroes. It is the only militantly Democratic newspaper in a heavily Democratic city.

- Scripps-Howard's *World Telegram & Sun* emphasizes features as well as a solid report of the day's news. Features are usually bright and merry, illustrated with arresting photographs. Headlines and stories are written with style and elan in an urbane and urban manner. It is a paper that is frankly tailored to the style and desires of the commuter hurrying to catch the 5:15 for Westchester, Long Island or Jersey. But its appeal is universal, for all its exurbanite slant. News stories are at once succinct and colorful. Crusades are prosecuted against civic corruption in the best Pulitzer and Scripps tradition, winning the paper many awards for its courage and influence.

- Peripheral papers abound, both in quality and quantity. Actually, they are peripheral only in the sense that they, unlike the seven named above, do not cover all facets of the general news of the community and do not circulate widely throughout all five boroughs of the municipality.

The Wall Street Journal, a morning financial and business newspaper, rapidly is becoming a national newspaper by publishing regional editions in cities from coast to coast. Its excellence in its field is unchallenged. The morning *Journal of Commerce* is an authority on business and emphasizes marine and shipping activities.

The *Long Island Press* (270,000) and *Long Island Star-Journal* in Queens and the *Staten Island Advance* are Newhouse Newspapers, the latter the original newspaper owned by S. I. Newhouse, now one of the country's leading group publishers of newspapers and magazines. Other community newspapers include the *Brooklyn Daily*, morning; *Queens Evening News*, and *Long Island Advocate*, an evening tabloid. Plans have been announced for revival of the *Brooklyn Eagle*, first as a Sunday paper and later as a daily.

- The *Morning Telegraph* sells for 50 cents a copy and covers horse racing, sports and the entertainment field intensively and extensively. The *National Enquirer* (Sunday) dishes up Broadway's sins and sensations. Just east of the city is flourishing *Newsday* (Long Island); just west of the city are such widely circulated papers as the Newark

(New Jersey) *Evening News* and *Newark Star-Journal* and *Jersey City Journal* and many more; just north of the city are the multiple Macy Newspapers in Westchester County.

- There are several hundred nondaily community and commodity weekly newspapers in the city.

And for lagniappe, if any SDX broker cannot read English, there are nineteen foreign-language dailies in this cosmopolitan city, still a melting pot of nationalities.

There are three dailies in Spanish, three in Chinese, three in Russian, two in Yiddish, two in Greek and one each in German, Hungarian, Italian, Polish, Slovak and, believe-it-or-not or strange-as-it-seems (whichever your paper uses and you prefer), Arabic.

From the foregoing facts, figures and fancies it is both logical and legitimate to adduce that New York is one helluva newspaper town and communications center, with never a dull paper and seldom a dull page.

International headquarters here of the *Associated Press* and *United Press International* employ hundreds of news-men and technicians to serve their hundreds of members (AP) and clients (UPI). This is the nerve center of the leased wire networks, control point for world news reports being serviced abroad and cable head for foreign news. There are deadlines every minute of each 24-hour day.

- *Agence France Presse*, *Canadian Press*, *Reuters*, *Tass* and other foreign news agencies have large bureaus here. Many of the world's great newspapers have staff correspondents at the world's capital, the United Nations.

All but half a dozen of the largest of the country's 200 newspaper feature syndicates have headquarters in Manhattan, ranging in size from King Feature Syndicate with 180 features to Boating Feature Syndicate with one, and many others. There are numerous photo agencies.

Here, too, are the home offices of the American Newspaper Publishers Association, the Inter-American Press Association, Press Wireless and other newspaper groups.

- New York's 8,000,000-plus residents are served by six television stations, fourteen AM radio stations, twelve more FM-only.

The news magazines, *Time* and *Life* and *Newsweek*, are established in new skyscraper homes with large staffs of editors, many of whom have had experience in New York dailies.

Hundreds of public-relations firms likewise employ many former news-men. As the nation's book-publishing

center, New York not only offers employment to some former news editors, but also provides readily accessible markets for those newspapermen who have manuscripts they want to turn into bound, preferably profitable, volumes. Most of the big magazines are published here and their staffs are replete with ex-newsmen.

The relentless law of economics has prevailed in New York as elsewhere. Ever-rising production costs inevitably led to suspensions and mergers through the years, cutting the number of newspapers of general circulation from fourteen in 1928 to half that number in 1960. But those which have survived are incomparably better and bigger newspapers than their predecessors.

- Park Row is no longer Newspaper Row. The three evening papers still are published Downtown but not on or adjacent to Park Row. The four morning papers are published in Midtown.

The last newspaper consolidation was on January 4, 1950, when the *World-Telegram* purchased the 117-year-old *Sun*. The *Telegram* had purchased the *World*, the *Evening World* and the *Sunday World* in 1931. Incidentally, Roy W. Howard retired from the editorship of the *W-T&S* a few months ago, after thirty-three years, and his long-time executive editor, Lee B. Woods, assumed the editorship.

The last outright suspension was that of the *Brooklyn Eagle* during a Guild strike.

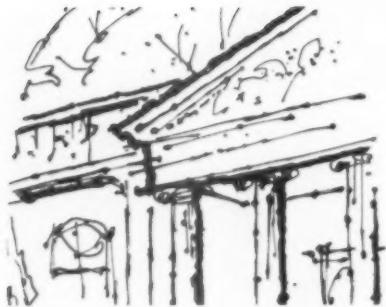
- Ghostly glamour still clings around Park Row for visiting and resident newspapermen, for they see statues there of Horace Greeley and Benjamin Franklin and recall names of newspaper giants of a great era of journalism: Horace Greeley, Charles A. Dana, Ben Day, the James Gordon Bennetts, elder and younger; Joseph Pulitzer, Henry Jarvis Raymond, Adolph Ochs, Whitelaw Reid, William Randolph Hearst, Richard Harding Davis, David Graham Phillips, Albert Payson Terhune, Stephen Crane, Irvin S. Cobb, Mark Twain, O. Henry, Frank Ward O'Malley, Frank A. Munsey, Frank I. Cobb, Herbert Bayard Swope, O. O. McIntyre, Franklin Pierce Adams, Capt. Joseph M. Patterson.

But let us dry our tears. All is not lost. Indeed, much has been gained that never existed before. There is greatness today too. Read New York City newspapers thoroughly during your welcome visit here, and you will come face to face with greatness at times, as did former generations of readers here.

New York is a good town for newspapermen to visit.

New York is a good town for a newspaperman to live in and work in.

Who Controls This



"The force that controls this country of ours in the long run, is the rural editor, in his capacity as spokesman for sixty million Americans who live and earn their living on the farms and in the villages and towns of 5,000 population or less.

"It is not necessary to take my word for it. Ask any politician whom you know well to tell you the truth.... The Politician, if he is above peanut size, will tell you that he worries little about what the big city papers say; but let even a few country weeklies in his home state or district open on him and he pulls down the lid of his desk in Washington or Springfield, St. Paul or Jefferson City, and takes the next train home to see what he has done."

—THE LATE JOHN H. PERRY, PRESIDENT OF THE AMERICAN PRESS ASSOCIATION.

The American Press Magazine is the bible of publishers and editors of more than 10,000 weekly and daily newspapers published in the rural and suburban areas of America. The best way to speak to these men is by advertising in The American Press.

The American Press, Stanton, New Jersey



EUGENE MILLER

ONE of the fastest-growing fields in journalism—but one with which many journalists are surprisingly unfamiliar—is the field of business publications.

Yet, in the last fifty years, business publications have burgeoned. And while they may not be the best-known or most glamorous subdivision of publishing, they are one of the biggest and most profitable.

- Just a few figures give an idea of the size and scope of business publications which also go under the aliases of trade and industrial journals. Today, business papers number around 2,300, have an audience of over forty million. Readers pay some \$50 million a year in subscriptions to read them, and advertisers spend about \$600 million a year in business publications.

Business publications furnish employment to some 50,000 people, range in size from the *Macaroni Journal* with 1,000 readers to *Business Week* with over 350,000, and serve every segment of business from funeral-home directors to purchasing agents. And generally they are located in New York.

- Some business publications are based where they can have their editors close to the heartland of the industries they serve—oil magazines in Houston and Tulsa, for example, and textiles publications in Dixie—but New York has far and away the most business publications, as well as the biggest.

It has been estimated that there are at least 100 business publishers in New York that issue two or more separate publications. Among the leaders are McGraw-Hill, Fairchild, Haire, Con-

Business Journalism Is Fast Growing Field

By EUGENE MILLER

over-Mast, Hearst, F. W. Dodge, Reinhold and Simmons-Boardman.

And even some of the business publishers not located in New York—like Chilton headquartered in Philadelphia and Advertising Publications, Inc., based in Chicago—maintain sizable staffs in New York.

The stature of business journalism has been growing since the turn of the century, when technology was emerging as a great new force in industry. Along with the emergence of technology came a change in the basic philosophy of the American businessman—from thinking in secret and guarding the family formulas jealously to developing knowledge gleaned from others and sharing it with still others.

- The pioneers of business journalism heard and understood the rumblings of the changes in technology and saw clearly that, as new sources of energy came into being and new ways evolved to utilize this energy, engineers and executives in industry would have to be informed and instructed as they worked.

During the early years, business magazines took a strong and helpful role in guiding industrial workers in the unknown wonders of applied technology, and many an owner and engineer owed his progress to the hours he spent with his business magazine. For example, *Power* magazine ran a long series of articles which taught the old "steam" men how to convert their plants to electricity and how to operate them after the conversion. *Electrical World*, which started out its long life as *The Operator* (for telegraph operators), was eight years old when Thomas A. Edison put his first central generat-

ing station on the line in Pearl Street in lower Manhattan. It has been an integral part of the electrical industry ever since.

By making themselves indispensable in the birth and development of a giant new industrial economy, the leading business magazines laid a solid foundation. They have become the source of continuing education for engineers, who want to keep up with new developments in their field; for management,

(Turn to page 44)



The McGraw-Hill Building at 330 West 42nd Street houses the biggest trade magazine publishing business in the world.



JOHN DE LORENZI

NEW YORK'S a great place to live but I would hate to visit it.

The reason is that New York is so big, so sprawling, so diverse that even a lifetime would not be enough to exhaust its secrets and riches.

The power-driven, ambition-seeking New York of books, television, and film is a stereotype, a cliché, an invention of writers and directors. Yet it exists. But it is only one New York. There also is the New York of hundreds of self-contained individual neighborhoods where people do most of their buying, most of their socializing and their dying within a few blocks of their birth. And then there is the New York of the visitors who come away with impressions of endless steel, concrete and brick and soaring towers.

- They have little notion that it contains nearly 35,000 acres of parks ranging from rolling and public Central Park (stretching 2½ miles in length and one-half mile in width in the very center of Manhattan, making it the world's most expensive piece of real estate) to fenced-in Gramercy Park to which there is no admission except by key given those who live in the tall buildings that surround it.

- People claim New York is cold—even godless—yet Brooklyn has been nicknamed "The City of Churches" because it contains 636 of them, which is only eight more than in Manhattan, supposedly the heart of commercialism.

There are not enough trees, you say? The city has 1,746,000 of them in its myriad parks, 725 playgrounds and numerous expressways, while another 536,000 of them dot its 5,982 miles of streets. Refurbished Third Avenue, long hidden in the shadow of the now-torn-down El, has bloomed into one of the city's finest avenues, with both new skyscraper business buildings and apartments vying for domination along this

Manhattan's Magic Offers Endless Variety For Sightseers

By JOHN DE LORENZI

tree-planted thoroughfare that many think will become the Champs Elysees of America.

- It is a city so old-fashioned that Manhattan has fifty-five licensed marriage brokers; yet so modern that one of them uses psychological testing and feeds an IBM machine punched cards to determine who should be lovebirds.

It has nearly 3,400 drugstores whose gleaming counters dispense modern, packaged medical aid, and it also has Kiehl's at 109 Third Avenue, just below 14th Street, which does a brisk business in love potions, Long John the Conqueror or Dragon's Blood roots which people carry for good luck, and keeps live leeches in the refrigerator.

It is a city for insomniacs, with the bars open until four a.m. (though they must close by three a.m. Sunday), and numerous restaurants are open around the clock. Times Square at one a.m. looks like Main Street at eight. In Greenwich Village, which has more tourists than Bohemians of a weekend, many places do not open until ten p.m., while some bookstores stay open until two a.m. and do a rushing business.

In short, whatever you are looking for, you can be sure it's here. Last year, eleven million of you came here seeking something, and though some of you may think that we are rude and brusque, you must remember that New York is geared more for business than tourism. New Yorkers are interested in today and tomorrow; the past is of only fleeting interest.

- But despite your thinking that we're not interested in you, we are, and we've found out some things about you that you might like to know. You, as a visitor, will spend more than a billion dollars here, and the Sigma Delta Chi Convention is just one of nearly 800 that are held in New York each year. There will be at least ten others going on during your stay.

Let's examine you as a statistic: You are one of three million who each year visit New York solely to attend a convention. Would you like to know how much money to bring?

Your highest expenditure is going to be your hotel rooms—that will account for nearly 30 per cent of all the money you spend. But you like to eat well—and why not while in the city that has more outstanding restaurants than any other in the world?—so you will spend nearly 10 per cent of your money eating in hotel restaurants. But being a *bon vivant*, as well as someone with a great deal of curiosity, you will spend nearly 16 per cent in other restaurants that you have read about or heard recommended.

- You are also a much better eater than drinker, refuting all those stories about people attending a convention just to whoop it up, for you will spend only 4.5 per cent of your funds on beverages and another 4.5 per cent on night-clubbing. In New York, on that amount of your total budget, you will have an entertaining evening, but it certainly won't be an orgy.

About the same amount of money that you spend for night clubs, you will expend in local transportation—an euphemism for taxicabs. New York has more taxicabs than any other city with just about the world's lowest rate (Yes, I know about London, but try and get a taxi there when it rains).

You may use cabs because you're afraid you won't know how to get around the city. With a little ahead-of-time work and map reading, you can take advantage of the city's unparalleled transportation system and save time and money. Fifteen cents will get you on the subway, and you can ride as far as thirty miles for that single fare, if you're so inclined. And though many of the subway's 6,652 cars are old and dingy, it is the fastest method of getting about the city. The underground routes cover 237 miles.

- If you prefer riding on the surface we have 1,958 busses (same fare) whose 557 miles of routes criss-cross and bisect the city. There are even 175 trolleys still operating, but they're all in Brooklyn.

Since you are in the city for fun, you



Skating enthusiasts who attend the SDX convention will have a chance to whirl on the Rockefeller Plaza, set among the skyscrapers of Rockefeller Center. Each season, nearly 100,000 skaters demonstrate their skill before sidewalk spectators and diners in restaurants that flank the pond.

might think that the biggest expenditure after room and board would be for entertainment. It isn't. Only a little more than 12 per cent of your money will go for this.

If your wife is with you (and normally she would be), she can tell you that your third biggest item—nearly 19 per cent—will be money you spend in New York retail stores. After all, New York has all sorts: Macy's, which bills itself as The World's Biggest Department Store; its hotly-competitive neighbor Gimbel's, both at Herald Square; swank Saks Fifth Avenue and B. Altman, Bergdorf Goodman's, Bonwit Teller and a host of others.

If you are searching for bargains (you mean you really aren't, ladies?) there are such places as Klein's on Union Square, whose austere surroundings make the plain pipe racks of Robert Hall look like a luxury store, but makes up for it in genuine buys. Its one-time neighbor, Ohrbachs, has moved uptown to 34th Street, between Fifth and Sixth Avenues, but it, too, has some fine clothing values, whether high style or just go-to-work clothes.

• For the men, there is Brooks Brothers at 346 Madison Avenue, and who would resist a visit to Abercrombie and Fitch, the sportsman's paradise, at 45th Street and Madison? A little-known shop, outside of New York, is the Casual-Aire on Greenwich Avenue, in the Village, which has advance styles (and some advance prices too) and is patronized by a number of stage and screen stars. You can wear its clothes in New York without comment, but you had better consider for yourself what the reaction may be back home, if you are planning to parade in an *avante garde* continental suit.

• Most of the leading restaurants, many of the specialty stores and others belong to the Diners' Club, American Express, or Carte Blanche credit organizations, so you don't have to bring a lot of cash if you don't want to. And if, when you return home, you want to know where all the money went, a reading of this might be helpful if not painful. Just don't say you haven't been warned.

Biggest secret of a successful trip,

though, is planning ahead. Write to the New York Convention and Visitors Bureau, Inc., Pershing Square, 90 East 42nd Street N. Y. C. 17, and ask for the following free literature:

OFFICIAL NEW YORK SUBWAY MAP AND GUIDE: A little time spent with this, and a brief question or two of the man in the change booth will make you (almost) a master of the subway system.

NEW YORK IN THE WINTER: A quarterly issued in all four seasons that lists what's going on in sports, music, art, theater, children's activities, museums, conventions, and exhibitions.

VISITORS GUIDE TO NEW YORK: Thumb-nail sketches of places of interest in midtown Manhattan, Uptown Manhattan, Bronx, Brooklyn, Queens, and Richmond (Staten Island).

If you have never been here before, one of the best ways to become acquainted quickly with the city is to take a guided bus tour. There are six different tour lines, all with excellent guides who point out things of interest. Because of the time of the year, the two boat rides around Manhattan (just



The 102-story Empire State Building is located at 34th Street and Fifth Avenue. The tallest man-made building in the world, it is 1,472-feet high.

about the best sight-seeing bargain in the city) will be suspended.

• But there is another tour which is one of the most thrilling of all: For \$15 for three, the New York Airways Helicopter Service runs a sight-seeing flight in one of its helicopters which includes the Battery and the Statue of Liberty. It's unforgettable. In the winter the flights are on weekends, from 10:30

a.m. to 6:00 p.m., taking off at the heliport at 30th Street and 12th Avenue on the Hudson.

The biggest tourist magnet in the city still remains the Empire State Building and its Observatories. When Britain's Queen Elizabeth planned to tour the U. S. in 1958, she said there were two things she wanted to do: go by boat and visit the Empire State Building. She did both.

• Runner-up for first place is the United Nations building, which occupies an eighteen-acre tract from 42nd to 48th Street, on the East River and had nearly 900,000 visitors last year. The main building—the Secretariat—houses 4,000 people of ninety-two different nationalities, while the shallow-domed General Assembly is the spot from which so many speeches and harangues have been made. Tickets for the latter are given out free on a first-come, first-served basis. The guided tours of the building, with charming uniformed guides of all nationalities, cost \$1 for adults and fifty cents for students.

• An all-time favorite—and third on the list—is the 155-foot-high Statue of Liberty which stands in New York Harbor. A gift from the people of France in 1886, the lady's fame is international. Though souvenirs of this symbol of freedom show her in shiny garb, actually she is cloaked in a soft blue-green, grey-green patina, for the elements have weathered her original copper sheeting which is as thick as three stacked silver dollars. Boats run hourly from Battery Park, and if you are athletic, you can climb the narrow circular stairs right to the crown; if not in condition, there are three resting places on the way up. The Lady with the Lamp attracted more than 760,000 visitors last year.

• Rockefeller Center, which calls itself the nation's 58th city in population, is the city's fourth biggest attraction, drawing more than half a million visitors last year. Now consisting of sixteen buildings (the Time-Life building was just recently completed), it is dominated by the seventy-story, 850-foot RCA building. More than 40,000 people work in the Center, and it has 160,000 visitors daily for a total of 200,000, on which it bases its claim for 58th in the nation. One of its focal points is the Radio City Music Hall—seating 6,200 people—with its famed precision dancers, the Rockettes, and its spectacular stage shows and first-run pictures.

Since you've been to the top of the 1,472-foot Empire State Building, you might be interested in knowing that the highest land elevation in New York is Todt Hill on rural Staten Island, which

rises to 409.8 feet. It is the highest coastal point between Maine and Florida.

• Theater is certainly a reason many people come here, for New York has thirty-two legitimate play houses concentrated in the Broadway area—nowhere else in the world will you find the theaters all within walking distance of each other. Be certain to write ahead for tickets, so you won't be disappointed. You can buy tickets at the box office or from a licensed broker, where they will cost seventy-five cents more apiece. If you buy on the black market, anything goes.

The longest running musical in the city is *Threepenny Opera* at the Theater de Lys in Greenwich Village, and it's a fine example of the more than twenty-four off-Broadway Theaters scattered about—though mostly concentrated in the Village—which offer first-rate shows. A restaurant on Greenwich Avenue, McGowan's, offers a full dinner and a ticket to several off-Broadway shows for \$4.25!

Everybody wants to see a television show, but your chances of seeing the most popular ones are nil unless you write and get tickets well in advance. However, tickets are available to some shows. Many hotels distribute tickets,

BEHIND THE BYLINE

John de Lorenzi, whose travels have taken him to twenty-five different countries, thinks New York is the world's greatest city. He tells you why in the accompanying article.

This love affair with New York has been going on ever since he arrived there from Dallas where he was night editor of the southwest division of *International News Service*. Since then he has been night editor of *INS* in New York, worked for the publicity firm of Carl Byoir and Associates and now is associate editor and assistant publicity director for King Features Syndicate. He also has worked for the Baytown (Texas) *Sun* and helped finance his way through the University of Missouri School of Journalism as a correspondent for the St. Louis *Star-Times*.

During World War II, he was a glider pilot and made landings during the invasions of Normandy, Southern France and Holland.

He is a member of the Overseas Press Club (his article on it appeared in *THE QUILL* April, 1959), National Press Club (Washington, D. C.), New York Reporters Association and, of course, Sigma Delta Chi.

He edited this special New York section of *THE QUILL*.



Cuba's bearded Premier Fidel Castro angrily berates the "imperialistic" countries in an address before the United Nations General Assembly meeting in New York. The empty seats directly in front of Castro belong to Congo, Leopoldville, delegation whose seats were still in dispute when the Cuban leader spoke September 26.

and you also can contact Guest Relations at NBC, CBS and ABC.

There are thousands of things to do here. The feature race on November 30 at the new 33-million dollar Aqueduct race track will be the Queens County Handicap. The football New York Giants appear at the Yankee Stadium (of all things) while the Titans field their team at the Polo Grounds. Then, there is Madison Square Garden for boxing, basketball and wrestling.

• New York can be a low-cost town too. The New York Stock Exchange has free guided tours every week-day from 10 a.m. to 3:30 p.m. The ferry ride to Staten Island still only costs an unbelievable five cents and gives a magnificent view of skyline. The New York Aquarium is just a subway ride away to Coney Island in Brooklyn. In the Bronx are the famed Zoological and Botanical Gardens and in Queens and Brooklyn are the Botanical Gardens.

It is impossible to list everything. Just look around you while you are here, and you will have a marvelous time. No one person can give you more than a glimmering of what you may find.

Program Planned

(Continued from page 32)

cluded by a reception at the new world headquarters of Time-Life, Inc., and a rubberneck tour of New York City. This sightseeing bus safari, "A Night on the Town," will cover Greenwich Village, Chinatown, the Bowery, Wall Street, old Trinity Church, Central Park, Broadway, and the night club section.

Friday, December 2: A 7:30 a.m. breakfast for past presidents will be fol-

lowed by a joint session of professionals and undergraduate members. Presiding will be E. W. Scripps III, vice-president in charge of the fraternity's professional chapter affairs, and a Washington correspondent for UPI.

• At the luncheon session Friday, Turner Catledge, managing editor of the *New York Times*, will discuss, "Whither Journalism?" American Broadcasting Company and *Editor and Publisher* magazine will co-host this luncheon.

An exciting panel discussion is scheduled for 2:30 p.m. Herbert Klein, press secretary to Vice President Richard

Nixon, and Pierre Salinger, press secretary to Senator John F. Kennedy, will consider the question, "Was the Press Fair in the Coverage of the Presidential Election?"

At 3:45 p.m. a memorial service will be held for fraternity members who died during the year. At 4 p.m. the initiation team of the Deadline Club, the New York professional chapter, will conduct a model initiation. Oliver Gramling, of the AP, leads the initiation team.

A reception at the Overseas Press Club at 5:30 p.m. Friday will precede (Turn to page 47)

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PRINTERS OF THE QUILL SINCE 1926

Gourmet's Guide For 1960 SDX Convention

By ROBERT S. KANE

PERHAPS the most harrowing account of the dangers of dining in Manhattan was included in a recent *New Yorker* magazine article which chronicled in detail the sight-seeing adventures in the Big City of a group of high-school seniors from an unlikely-sounding community known as Bean Blossom Township, Indiana.

The Bean Blossomers, at the suggestion of their hometown bus-driver, dined upon arrival at a Times Square cafeteria. It so revolted them that they were quite prepared to return to their farms without giving the city any further opportunity to redeem itself.

• Unfortunately, there have been many travelers—considerably more sophisticated than those youngsters from Indiana—who have gotten off to a wrong start on maiden visits to the city which everyone would like to visit but where no one (eight million souls excepted) would like to live. They have followed the line of least resistance—to the beanery just around the corner, been treated rudely, served far-from-distinguished food, paid exorbitantly for it and emerged with the conviction that New York is a thoroughly evil city.

In order at least partially to dispel that point of view (no New Yorker would ever deny that his city is completely untainted), there follows a compendium—hardly definitive, but at least varied—of some dining and wining places which, if sampled, might help the Sigma Delta Chi conventioneer leave Manhattan with at least a faint idea of its fantastic gastronomic diversity. It is offered with the hope that its readers will not be completely limited by it, that they will strike out on their own



At one end of the scale of New York's restaurants is McSorley's Old Ale House at 15 East Seventh Street, which has been in business for more than 100 years. Once women were barred but now it is run by a woman.

and pass along their discoveries to native *fratres* who, like most New Yorkers, rely heavily on out-of-town friends for up-to-date restaurant information.

• Here, then, are a relative handful of suggestions, categorized by type-of-cuisine and location. Emphasis is on midtown spots, but there are some listings for other parts of town. How much? This key will guide you: C—cheap (\$2.50 or less for dinner); M—medium-priced (as much as \$5 for dinner); H—more—sometimes *much* more—than \$5 for dinner. Many restaurants are closed Sundays; a telephone call in advance is advisable to determine not only if they are open, but whether reservations are necessary. Remember, too, that lunches are invariably cheaper than dinners, and usually quite as ample, give or take a course or two.

FRENCH: Considering the relatively small size of the French community in New York, the number of French restaurants is astonishing. As in France, one can rarely go wrong with Gallic cuisine, but here are some standouts. The most famous of the lot are, of course, the most expensive—where \$20 might get one by with dinner and wine. These would include the Chambord (803 Third Avenue); Le Pavillon (111 E. 57); Voisin (575 Park Avenue); Côte Basque (5 E. 55th); Café Chauveron (139 E. 53); Maud Chez Elle (40 W. 53); and—even though it has Belgian overtones—the Brussels (115 E. 54th). For delegates spending their own money instead of their bosses', here are

some others—all of them good: Le Marmiton (M—41 E. 49th); La Toque Blanche (M—359 E. 50th); La Potiniere (M—60 W. 55th); Le Moal (M—942 Third Avenue, near 56th); Le Veau d'Or (M—129 E. 60th); Henry

BEHIND THE BYLINE

Robert S. Kane has wined and dined in some seventy countries of Europe, the Far East, South America, the West Indies, Africa, and of course, North America, where salary checks from the *New York World Telegram & Sun*, *Staten Island Daily Advance* and *Great Bend (Kan.) Daily Tribune* enabled him to sample the cuisines of those cities. He was roving African correspondent for *World-wide Press Service* in 1959, during which time he also gathered material for free-lance newspaper and magazine articles, as well as a book, *Africa A to Z*, which will soon be published by Doubleday, and illustrated with his photographs. He has contributed to the *Atlantic*, *Harper's*, *New York Times*, *New York Herald Tribune*, *Christian Science Monitor*, *House and Garden*, *Travel Magazine* and the forthcoming *Encyclopedia of World Travel*. One of that myriad of non-native New Yorkers (he is from Albany, up the Hudson), he is a graduate of the Syracuse University School of Journalism, did graduate work at Southampton University in England and is a member of the Overseas Press Club.

IV (M—823 Lexington at 63rd); Larre's (C to M—50 W 56th); Brittany (C—807 Ninth near 52nd); Charles (M to H, 452 Sixth, near 10th, Greenwich Village).

ITALIAN—The city abounds in *ristorantes italiano*, many of them excellent, and most with menus which go far beyond the confines of spaghetti and ravioli. The Forum of the Twelve Caesars (H—or double H to be more accurate; 57 W 48th) is by far the most opulent. Giovanni's (H—66 E 55th) is not far behind. For the enlisted men, there remains a wide choice, including: Barbetta's (C to M—321 W 46th, closed Mondays); Torino Coffee House (C—309 E 59th, dancing Friday and Saturday nights); Via Veneto (M—56 W 56th); Mama Laura (M—230 E 58th); Louise, Jr. (M—317 E 53rd); Sixty-Eight (M—59 Fifth at 13th); Grand Ticino (C—228 Thompson St., Greenwich Village); Benny Tosti (C—202 E 43rd).

CHINESE—For those who believe that (along with the French) the Chinese are the world's greatest cooks (and I am among them), New York is a field-day. Among the best of its Chinese restaurants: Wah Kee (M—16 Doyer St., Chinatown); Ruby Foo's (M to H, 240 W. 52nd); House of Chan (M to H, 7th Ave. at 52nd); Lum Fong (M—150 W 52nd); Gold Coin (M to H—994 Second Avenue); Ho-Ho (M—780 Seventh at 51st); Shanghai Cafe (C to M—3217 Broadway near 125th); Great Shanghai (C to M—2585 Broadway, near 102nd).

SEAFOOD—San Franciscans and New Englanders may feel otherwise, but New Yorkers believe there is no better—or fresher—seafood than that served in their city. A few sources: Sweets (M—Fulton and South Streets—downtown); Gage and Tollner (M—374 Fulton St., Brooklyn); Oscar's Salt of the Sea (C to M—1155 Third at 68th); Lobster Roll (C to M—411 Bleecker St., Greenwich Village); Paddy's Clam House (C to M—215 W 34th); King of the Sea (M—870 Third Ave., at 53rd); Grand Central Oyster Bar (C to M—Lower Level, Grand Central Terminal).

STEAKS AND ROAST BEEF—Here again, New Yorkers are chauvinists, remaining convinced that their beef outdoes even that of Chicago and the cattle country. For example: The "Steak Row" restaurants, all on East 45th St., and all H—Scribe's (209 E 45th); Danny's Hide-a-Way (151 E 45th); Pen and Pencil (205 E 45th); Press Box (139 E 45th), and Editorial (155 E. 45th). Others: Christ Cella (H—160 E 46th); The Palm (H—837 Second, at 45th); Keen's English Chop House (M to H—72 W 36th, and featuring, in addition, superb mutton chops); Rib Room (H—

Roosevelt Hotel); Peter's Backyard (M to H—64 W 10th, Greenwich Village); Old Homestead (M—56 Ninth Avenue, near 14th); Albert's (M—with all the steak you can eat, 42 E 11th).

OTHER FOREIGN CUISINES: For a *Japanese* dinner—served Japanese-style, try Saito (M to H—70 W 55th), or Miyako (M—20 W 56th). For *Scandinavian* dishes, including *Smörgåsbord*, there is a wide choice, including Three Crowns (M—12 E 54th); Copenhagen (M—3 E 52nd, with *smørrebrød*—Danish sandwiches—at lunch); and Red Brick (C—212 E. 53rd). Luchow's is, of course, the *German* leader (M to H—110 E 14th). Also exemplary in that division is the Blue Ribbon (M—145 W 44th). The Balkan (C to M—129 E 27th) offers good *Armenian* specialties. The Sevilla (M—62 Charles Street, Greenwich Village) is a not-bad *Spanish* restaurant.

And in the "Continental" category—a refined mélange of French, Italian, Swiss and a little American—there are: Sardi's (M—H—234 W 44th); Sardi's East (M—H—123 E 54th); Laurent (H—111 E 56th); Quo Vadis (H—26 E 63rd); Brevoort (1 E 8th, Greenwich Village); Cafe Nicholson (H—147 E 57th); Pablo's (M—232 E 58th); Siro's (58 E 53rd); and the Four Seasons (*very* H—99 E 52nd); together with its junior (and cheaper) partner, the Brasserie (M—99 E 52nd)—basically Alsatian, and open twenty-four hours a day.

AMERICAN: Though difficult to define, there are "American"-style restaurants in New York, and many of them. One of the best is the Coach House (M—110 Waverly Place, Greenwich Village); the White Turkey chain (M—260 Madison, 12 E 49th, 300 E 57th); Patricia Murphy's Candlelight (C to M—33 E 60th); Trefner's (C—619 Lexington Ave.; no liquor); Susan Prince (C—808 Lexington Avenue; no liquor); Frank's (M to H, 313 W 125th St., Harlem); Schrafft's (C to M)—all over town, with the politest counter-service in the city, good sodas and sit-down meals which are acceptable but unexciting; Chock Full O'Nuts (C)—a large chain whose shops are unexcelled for sandwiches, desserts, coffee and the best orange drink in New York (not to be confused with similar chain, Nedick's); the President Cafeteria (C—120 E 41st)—which outshines virtually all the other cafeterias and myriads of drug-store counters and luncheonettes—most of them (particularly in the Times Square and Grand Central areas) overpriced, for what they offer. Jewish delicatessen sandwiches, while hardly 100 per cent American, are authentically New York, and excellent at the Stage (7th Avenue and 53rd) and the Carnegie (7th Avenue and 55th). And then



ROBERT S. KANE

there is Lindy's (M—1650 Broadway) which is at once Continental, Jewish, and American.

THE WEE HOURS: Unless you are on an expense-account or a honeymoon, living it up in New York can cost more than you may want to spend. The bars in the leading hotels (Biltmore, Roosevelt, Commodore, Barclay, Waldorf-Astoria, Astor, to name a few), are always convivial for meeting friends at cocktail-time. The hotel "rooms," including Persian and Rendezvous (Plaza), Empire and Peacock Alley (Waldorf), Grill (Roosevelt), Maisonette (St. Regis), Columns and Savoy (Savoy Hilton), Cotillion (Pierre), Embassy Club (Sheraton-East)—are posh and high-budget, with music for dancing and entertainment at dinner and supper.

More intimate (which means steep prices and low electricity bills) are such bistros as the Little Club (70 E 55th); El Chico (80 Grove Street, Greenwich Village); Gatsby's (873 First Avenue); Barberly Room (17 E 52nd); Chardas (307 E 79th). Then, too, there are the supper clubs—with the more subtle entertainers, and no dancing. They include the Blue Angel (152 E 55th, Downstairs at the Upstairs (36 W 56th), and Bon Soir (40 W 8th, Greenwich Village).

Popular with many New Yorkers are the coffee houses—inexpensive, congenial, atmospheric. They include Orsini's (43 W 56th), Isle of Capri (1028 Third at 61st), and Cock-N-Bull (147 Bleecker Street, Greenwich Village). In hardly the same category—but with good coffee at ten cents per cup—are the Horn and Hardart Automats, scattered all about town.

Jazz fans find New York cool, man, cool, converging upon dispensaries of (Turn to page 47)



This is a section of the copy desk area at Fairchild Publications, Inc., for the three business dailies published by the company in New York, *Women's Wear Daily*, *Home Furnishings Daily*, and *Daily News Record*. A fourth is to be issued shortly.

Business Journalism

(Continued from page 37)

which wants to learn new management and marketing developments and for specialists like factory managers, and purchasing agents, who want to get news and information on their fields.

- The world of business publications is expanding as science and technology move forward. New magazines are continually springing up to serve new needs. *Nucleonics* and *Control Engineering*, for example, are postwar developments. Other new publications have cropped up as new industries—such as missiles, computers, automation—have come into being. Again, the statistics point this up: In 1950, there were 1,272 business publications; by 1960, the number had reached more than 2,300.

- Most business publications are split either vertically or horizontally to serve their audience. A vertical magazine, for example, like *Chemical Week* or *Chemical and Engineering News*, is aimed at people in the chemical industry from plant manager to company president. Then there is a horizontal magazine,

like *Factory* or *Purchasing Week*, geared to serve the needs of plant managers or purchasing agents in various industries.

Business publications are unique in many ways. First of all, they rarely show up on the newsstands. That is because they go only to special audiences who find their contents useful. Advertisers want to be sure that their ads reach the target, that they are read by people who buy or influence the buying decision on a tremendous array of items from electric motors to office furniture. A magazine like *Business Week*, for example, each year turns down thousands of subscriptions because the people sending in their checks don't match up to the job categories the magazine is published for.

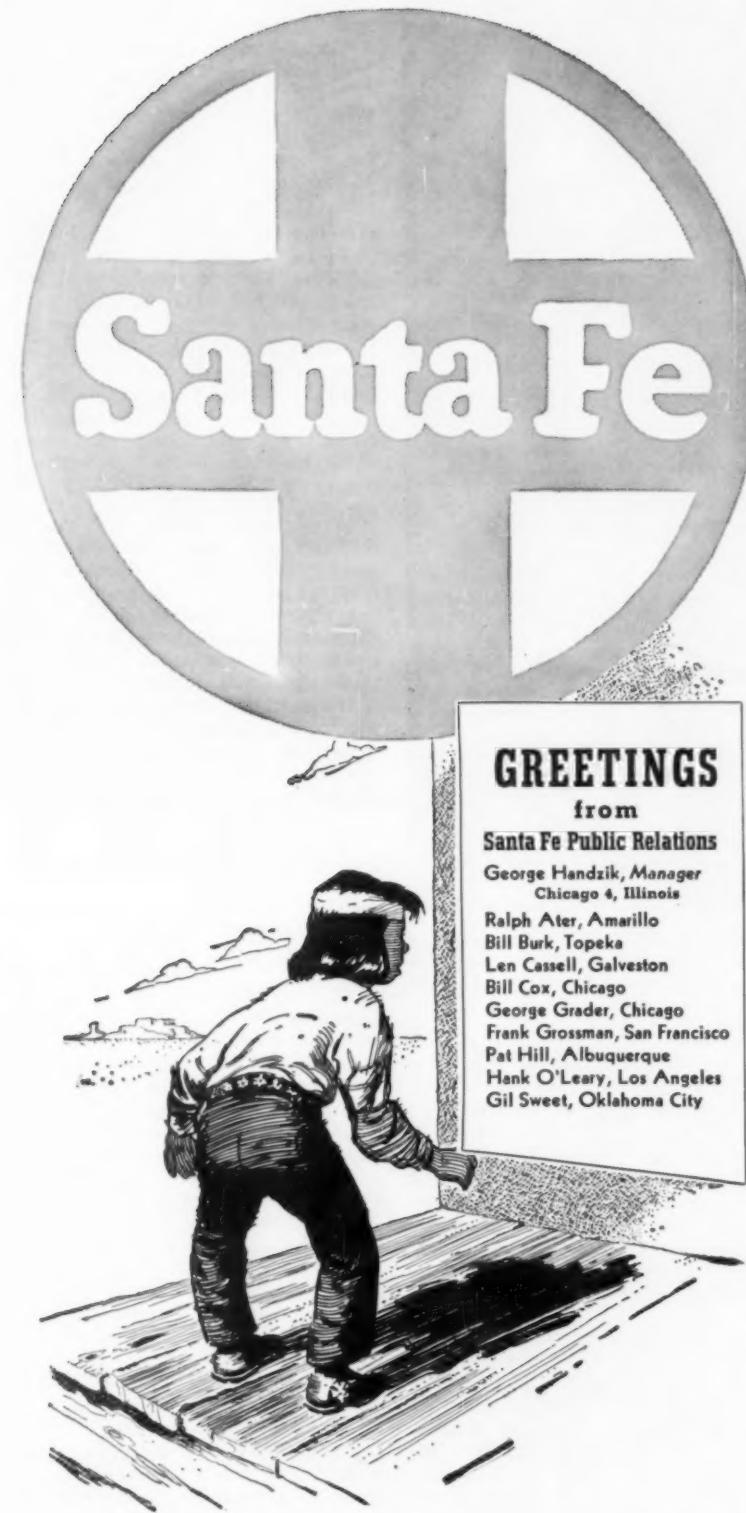
- The editorial format of business publications can be eye-opening. There once was a time when many journalists thought the only prerequisite for editing a business publication was scissors and a pastepot. Today, most top business magazines compare in style, format, writing and presentation with the

best newspapers and consumer magazines.

Editors of business publications long ago found that they could not print long, involved accounts of scientific and business developments and get by with it. Readers demand, and competition requires, top reporting and well-written, well-illustrated articles. In fact, business magazines have pioneered in many writing and illustration techniques. *Petroleum Week*, for example, uses "variable speed reading"—a technique which points out the salient points of an article in bold-faced type.

In terms of job opportunities, business publications offer some of the best career opportunities for professional journalists. And in recent years, hundreds of well-qualified people have moved into the field from newspapers, consumer magazines, public relations, colleges, and business.

- The typical editor on general-circulation-magazines, according to a recent survey, is in his mid-40's and makes about \$14,000 a year. And on top business publications, salaries of over \$10,000 a year are not at all uncommon for senior and associate editors. In recent years, the widening differential between newspaper salaries and those on



GREETINGS

from

Santa Fe Public Relations

George Handzik, Manager
Chicago 4, Illinois
Ralph Ater, Amarillo
Bill Burk, Topeka
Len Cassell, Galveston
Bill Cox, Chicago
George Grader, Chicago
Frank Grossman, San Francisco
Pat Hill, Albuquerque
Hank O'Leary, Los Angeles
Gil Sweet, Oklahoma City

business publications has helped attract many newspapermen into the field. And the pattern in the past ten and fifteen years has been for the older and better business publications to expand, add new departments and thus offer greater opportunity for editors. And here again, New York, as the hub of business publishing, holds the biggest opportunities and richest rewards. It is also the most demanding and competitive.

Here is a brief rundown on some of the top business publishers.

- McGraw-Hill is the largest publisher of magazines and books devoted to business and industry. In its life span of over sixty years, it has become a giant that publishes forty-one business publications, employs over 5,000 people, including 700 magazine editors. Of the 700 editors almost 100 staff news bureaus throughout the United States, as well as in Tokyo, Mexico City, Bonn, London, Paris, Caracas, Beirut and Moscow. These foreign bureaus symbolize the fact that as American industry increases its stake in business abroad, business publications find ways of covering news of these developments.

McGraw-Hill magazines cover such fields as chemicals, metalworking, textiles, electronics, petroleum, construction, mining, aviation and many others. It also has such horizontal publications as *Factory*, *Purchasing Week*, and *Business Week*. The company has its own 34-story building at 33 West 42nd Street.

- Fairchild Publications, Inc., publishes three daily newspapers (soon to be four), and a semimonthly magazine. These are devoted to textiles, apparel, home furnishings, footwear, food, electronics and metalworking. Fairchild occupies its own two-building publishing plant at Seven East Twelfth Street and employs nearly 1,500 full-time people, plus more than 400 correspondents in the United States and abroad. The company was founded in Chicago in 1890 by the late E. W. Fairchild and moved to New York at the beginning of the century. It is now owned and run by the second generation, with Louis W. Fairchild as president and Edgar W. B. Fairchild, vice president and treasurer. Its *Women's Wear Daily* ranks 44th in circulation among all daily newspapers in the United States, and its *Home Furnishings Daily*, *Women's Wear Daily*, and *Daily News Record* are among the top ten in volume of advertising pages among all business papers and general magazines in the United States.

- Haire Publishing Company, founded half a century ago by the late Andrew J. Haire, Sr., and his brother, Alphonse

CONVENTION SECTION



Business journalism is big business in New York. Here is a sampling of some of the magazines put out by McGraw-Hill. The company's products range from *Business Week* to much more specialized magazines, like *Control Engineering*.

P. Haire, with one magazine known today as *Handbags and Accessories*, is devoted mainly to coverage of the retail and wholesale fields. Haire has grown into the largest publisher of consumer-goods business magazines with twelve publications, all highly specialized in closely defined fields, such as *Corset & Underwear Review*, *Crockery & Glass Journal*, *Furniture Retailer*, *Giftwares*, *Toys & Novelties*. Haire is located at 111 Fourth Avenue, New York.

• Hearst, which is usually thought of as the publisher of newspapers, *Cosmopolitan* and *Good Housekeeping*, also owns some highly successful trade magazines. These include *American Druggist* and *American Druggist Bluebook*, *Motor*, and *Motor Boating*. Hearst's address is 250 West 55th Street, New York.

Conover-Mast, which puts out nine publications, including *Mill & Factory*,

Purchasing, and *Aviation Age*, was started in 1928 by Harvey Conover and Burdette P. Mast, with one magazine and a staff of six people. Today, the staff numbers more than 400. Conover-Mast has a strong policy of promoting from within and takes pride in the fact that its department heads, publishers and editors, practically without exception, came up the company ladder. Its address is 205 East 42nd Street, New York.

• F. W. Dodge Corporation publishes *Architectural Record*, *The Modern Hospital*, *The Nations' Schools*, and *College and University Business*. In addition to its trade magazines, the company deals extensively in furnishing marketing services and statistics, primarily, but not exclusively, in the building and construction areas. Still another division of F. W. Dodge is Sweet's Catalog Service Division, which does the designing, printing and prefilling of

catalogs for some 1,800 manufacturers in all parts of the country.

The company was started in 1891. It employs about 1,800 people and has offices in 93 cities. It is located at 119 West Fortieth Street, New York.

Reinhold Publishing Corporation serves what it calls the "four great growth areas of the American economy"—construction, product design and manufacture, automatic controls and chemistry. Magazines covering these fields are *Progressive Architecture*, *Materials in Design Engineering*, *Automatic Control*, and four magazines plus two catalogs in the chemical field. The company was started in 1915 by Ralph Reinhold, now chairman of the board, as the Chemical Catalog Company, Inc. In 1921, Reinhold started *Pencil Points* which later became *Progressive Architecture*. It is located at 430 Park Avenue, New York.

• Simmons-Boardman Publishing Corporation specializes in magazines covering the railroad and marine industries, but also has *American Builder*, and *Plant Location*, the last of which is a comparatively new publication devoted to industrial sites. *Railway Age*, which is 104 years old, is the foundation on which Simmons-Boardman has built its operations. The company now publishes two international magazines, *International Marine Engineering*, and *International Railway Journal*, in The Hague. The headquarters address is 30 Church Street, New York.

BEHIND THE BYLINE

Eugene Miller is director of public affairs and communications for the McGraw-Hill Publishing Company. Until his appointment to this post last July, he was for five years associate managing editor of *Business Week* and prior to that had served as Southwest Bureau Chief for the magazine in Houston, Texas. His newspaper experience consists of four years as reporter, then assistant city editor of the Greensboro, North Carolina, *Daily News*.

Miller was born in 1925, in Chicago, Illinois. He holds a B.S. degree in chemical engineering from Georgia Tech; an A.B. from Bethany College; a M.S. from the Columbia Graduate School of Journalism, an M.B.A. from New York University, a diploma from Oxford University, and is currently finishing up work for his Ph.D. in economics at N. Y. U.

During World War II, Miller served as an officer aboard a destroyer and is currently a lieutenant commander in the Naval Reserve. He lectures frequently on business topics as well as writes articles on business subjects for several national publications.

Program Planned

(Continued from page 41)

the Annual Banquet. New York's Governor Nelson Rockefeller will deliver the principal address. Another feature of the banquet program will be the presentation of the annual Sigma Delta Chi awards, including the Wells Memorial Key. Bernard Kilgore, of the *Wall Street Journal*, will be in charge of the presentation. *Columbia Broadcasting System* is host at the banquet.

Saturday, December 3: Closing business sessions in the morning will include election of officers, selection of fellows and designation of the convention site for 1961.

- The farewell luncheon, given by the *New York Times*, will feature a talk by Dr. Frank Stanton, president of *Columbia Broadcasting System*. Maynard Ricks, professor of Journalism at the University of Washington, will present the Hogate and Beckman awards, and E. W. Scripps III will present the professional chapter awards. A tour of United Nations Headquarters, just ten minutes from SDX Convention Headquarters, will follow.

Wives of Sigma Delta Chi members at the convention will have the oppor-

tunity to see the best of everything in the worlds of fashion, interior decorating and design, modern furniture and glamorous eating. Here is the program:

- A special hospitality room for wives will be set up at the Biltmore Hotel, adjacent to the registration area. A hostess, provided by the New York Convention and Visitors Bureau, will be in constant attendance. There'll be a coffee urn, so wives can relax and chat over a cup of coffee. The hostess will help in every way possible to make reservations at theaters, restaurants and sightseeing spots.

Thursday morning, December 1, the wives will be whisked by special bus to the National Design Center for a Continental breakfast and a tour of this internationally famous design center. They'll see the latest in furniture, decorating and home furnishings.

Then they'll walk a few short blocks to the Luau 400, New York's most glamorous Polynesian restaurant, for an exotic drink and an unusual lunch. That afternoon the ladies bus to Seventh Avenue, heart of the fashion and garment industry in the United States, for an exclusive fashion show staged by a leading United States designer.

On Friday, December 2, the wives will be on their own, but the hospitality

room will be open, and the hostess will be there to advise them on shopping and sightseeing.

These arrangements were made with the cooperation of the New York chapter of Theta Sigma Phi, women's journalism sorority, and members of this group will be on hand to welcome and counsel Sigma Delta Chi wives.

Gourmet's Guide

(Continued from page 43)

That Music like Eddie Condon's (330 E 56th); Village Vanguard (178 Seventh Avenue, South Greenwich Village); Jimmy Ryan's (53 W 52nd); Basin Street East (137 E 48th); Central Plaza (111 Second Avenue, at 6th Street); and Cafe Metropole (725 Seventh Avenue).

Virtually in a class by themselves are the Latin Quarter (Broadway at 48th) and the Copacabana (10 E 60th)—both featuring dinner, girls, supper, girls, dancing and girls—long-legged, uncumbersomely-clad, kicking high and in unison, and constituting the last vestiges of what was once the kind of entertainment which lured conventions to this long, narrow, overpopulated—and very exciting—Atlantic island.

Oh yes, they usually have a top-notch comedian, too.

OUR ONLY FORMULA ... REPORT THE NEWS IN DEPTH

The editors of The Times Herald keep the basic fundamentals of newspapering in mind as copy flows across their desks. Readers frequently take the trouble to tell us about a job well done and they are not bashful about telling us when they think we've flubbed up! At The Times Herald, the editor may be the hiring-boss, but the reader is the firing-boss! Growing circulation figures attest graphically that we have a sound formula.



THE DALLAS TIMES HERALD
LARGEST CITY CIRCULATION IN TEXAS



Calling All SDX Members
LET'S GO MANHATTAN IN '60
51st ANNIVERSARY CONVENTION

This one will be the best ever!

Just fill in the form below and mail to:

Sigma Delta Chi
35 E. Wacker Drive
Chicago 1, Illinois

We request that you make your own hotel accommodations.
(See rates listed in SDX News Section)

ADVANCE REGISTRATION - 51st ANNIVERSARY CONVENTION SDX

Biltmore Hotel - New York City - Nov. 30-Dec. 3, 1960

NAME

TITLE

FIRM OR SCHOOL

ADDRESS

ACCOMPANIED BY WIFE YES NO

AT WHAT HOTEL WILL YOU STAY?

Package Registration for Professional Member

\$25

Check attached for

() my package registration at \$.....

Package Registration for Undergraduate Member

\$25

() wife's registration at \$.....

Wives' Package Registration \$20

Amount of this check is \$.....

CONVENTION MEALS, TAXES AND TIPS ARE INCLUDED IN AMOUNTS SHOWN ABOVE.

REGISTRATIONS NOT USED WILL BE REFUNDED IF CANCELLED PRIOR TO 5 P.M., NOVEMBER 28.
Make Check Payable to Sigma Delta Chi.



NO. 97

NOVEMBER 1960

Banquets and Plays, Tours and Panel Sessions Highlight New York Convention

Best Program Ever Planned for Women

A special program has been arranged for wives of Sigma Delta Chi members who attend the National Convention in New York, November 30-December 3.

J. W. Sether, in charge of woman's activities, says never before have wives received such attention. Here's what is in store:

In the Biltmore Hotel, convention headquarters, a special hospitality room for wives will be set up adjacent to the registration area. A hostess, provided by the New York Convention and Visitors Bureau, will be in constant attendance. There'll be a coffee urn, so wives can relax and chat over a cup of coffee. The hostess will help in every way possible to make reservations at theatres, restaurants and sight-seeing spots. There'll be discount tickets available for all the city's fabulous sight-seeing tours.

On Thursday, December 1, when delegates get down to business at their private sessions, the wives will be whisked by special bus to the National Design Center for a Continental breakfast and a tour of this internationally famous center. They'll see the latest in furniture, decorating and home furnishings.

Then they'll walk a few short blocks to the Luau 400, New York's most glamorous Polynesian restaurant, for an exotic drink and an exotic lunch. Luau 400 is located in New York's ultra fashionable Sutton Place area and is not open for lunch. The SDX ladies will have it to themselves.

Then the wives will go by bus to Seventh Avenue, heart of the fashion and garment business of the U. S., for an exclusive fashion show staged by a leading U. S. designer.

That's Thursday. On Friday, December 2, the wives will be on their own, but the hospitality room will be theirs, and the hostess will be there to advise them on shopping and sight-seeing.

These arrangements were made with the cooperation of the New York chapter

Deadline Club, Host Chapter, Busy Completing Many Plans

As Ed Sullivan says, "It looks like we're going to have a big show tonight." Approximately 1,000 Sigma Delta Chi delegates, members and their wives are expected to attend the Fraternity's national convention in New York City, November 30-December 3. Tentatively, here's how the convention agenda is shaping up according to William Payette, UPI, and Deadline Club President, and Howard Kany, CBS, and chairman of the convention host committee.

Freedom of Information will be the subject of an address by Gov. Michael V. DiSalle of Ohio who will speak during the luncheon Wednesday, Nov. 30, following the opening business session.

A panel on *Freedom of Information*, during which Rep. John E. Moss will speak, is to be held Thursday afternoon followed by a television and radio panel in charge of Bill Small of Louisville. A buffet dinner will be held in the evening.

Turner Catledge, Managing Editor of the *New York Times*, will speak during the luncheon Thursday, Dec. 1, after the morning business session.

"Was the Press Fair During the Presidential Campaign?" will be the question planned for a Friday afternoon session with press agents from both parties participating. Since the election will then be over, it should be an especially interesting session.

The distinguished ritual team of the Deadline Club, headed by Oliver Gramling of the AP, will put on a memorial ritual and model initiation ceremony on Friday afternoon.

The formal banquet of the convention will be held Friday evening at the Biltmore Hotel with a nationally known speaker addressing the membership.

The closing business session will be held Saturday morning, December 3, followed by a luncheon with another prom-

of Theta Sigma Phi, women's journalism sorority. Theta Sigma Phis will be on hand, too, to advise wives and even to take small groups to visit such shopping high spots as Saks-Fifth Avenue, Bergdorf-Goodman and Macy's.

inent speaker and a tour of the United Nations.

Several interesting activities are being planned. Members will visit the *New York Times*, the new Time-Life Building, *Columbia Broadcasting System*, the *National Broadcasting Company*, *United Press International*, the *Associated Press* and similar organizations in the communications field. Extensive activities for the ladies are also being planned.

When the final session is over many will linger and spend the weekend sightseeing. According to the New York Convention and Visitors Bureau there are ten things that are definite favorites—"musts" on virtually every visitor's list.

The Empire State Building, Rockefeller Center with the impressive Radio City Music Hall, the United Nations and Times Square usually rank high on the list. All are within walking distance of the Biltmore Hotel, Convention Headquarters in midtown Manhattan.

Attractions also on the list are Broadway theatres, movies, television shows, shopping in famous stores, and visiting beautiful and historic churches. The Deadline Club's Convention Host Committee will have personnel to help make arrangements.

Logical

Contributions should be addressed to the Editor of the *Sigma Delta Chi NEWS*, 35 East Wacker Drive, Chicago 1, Illinois. Do not address it to *The Quill*. This only delays it. Deadline for copy intended for the *NEWS* is first of month preceding date of issue.

Chapter Activities

Each chapter should appoint a correspondent to report local Sigma Delta Chi activities to the *SDX News*.



CHICAGO HEADLINE CLUB—Members of the Chicago Headline Club heard four Chicago newsmen discuss "Herd Journalism: At What Point Does Coverage Effect the Story?" at the Club's first meeting of the year in September. The panel consisted of Bill Conway, *Associated Press*, George Schultz, *Chicago Daily News*, Russ Bensley, CBS, and Edwin Reingold, *Time* magazine. Jay Goldsmith, chapter program chairman, moderated. Left to right are: seated, Conway, Schultz, and Bensley. Standing, Dennis Orphan, chapter president, Reingold.

Some of the questions asked and answered included "When do newsmen start to make news instead of reporting it? How did coverage bear on reporting events at the Democratic National Convention? Do newsmen disturb clues at the scenes of crime? Will the TV and radio reporting vs. newspaper and news magazine coverage battle go into extra innings? And, what really happened when Russia's Prime Minister Nikita Khrushchev visited the Garst farm in Iowa?



MILWAUKEE PROFESSIONAL—An "on-the-job observation" program has been initiated by the chapter, with invitations to undergraduates at Marquette University and at the University of Wisconsin to participate. Undergraduates individually teamed up for a day with a staff member of a Wisconsin newspaper, broadcasting station or other journalistic enterprise participating in this "apprentice day." From left, Harry Sonneborn, city editor, the Milwaukee *Journal*, checks a story for the benefit of Thomas E. Neman, Marquette journalism student, and *Journal* reporter James Wieghart. A score of hosts accepted an invitation to participate in the program, which was created by Walter Kante, chapter secretary-treasurer.



LOS ANGELES—An unusual feature of the annual election of the board of directors of Los Angeles Professional Chapter of SDX was the development of a father-son combination on the same board.

Herbert H. Krauch, editor of the *Los Angeles Herald-Express*, Hearst evening newspaper in Los Angeles, is an incumbent and holdover member of the board.

His son, Robert Krauch, reporter and feature writer in the editorial department of the same newspaper, was one of 26 candidates on the slate of nominees for the board. He was elected.

So, as far as memory of oldtime members goes, this is the first father-son board members combination in the history of the Los Angeles chapter.

Other members of the newly elected board include the secretary-treasurer, Harry Coulter, publicity director of the Automobile Club of Southern California; and three incumbents, Norman Alley, West Coast manager of Hearst Newsreel; Bynner Martin, publishers of the San Pedro *News-Pilot*, and Ralph Turner, publisher of the *Temple City Times*.

Lewis Young, chairman, Tom Self (*Business Week*), member, and Ray Zeman (*Los Angeles Times* assistant city editor), comprised the nominating committee. They decided on a new nominating plan; instead of running incumbents and a few others they would open up the list and include as many as possible for the nominations.

It created widespread interest both among the nominated and the rest of the membership, complimented the many who were nominated and who expressed the feeling that they were happy to be so named even if they might not win.

FLORIDA PROFESSIONAL—A circuit judge in Florida has the legal power to sentence a newspaper, or anybody else, to life imprisonment if he adjudges that person in contempt of court.

This startling disclosure has led the Central Florida Professional Chapter to authorize a thorough study of all state statutes relating to news-gathering and press relations with judiciary.

Ed McCarthy, of Orlando, was appointed by Chapter President Emmett Peter Jr. to head the fact-finding committee. Members are Jack Ledeux, Orlando, and Warren Baslee, Avon Park.

The apparent legislative oversight was pointed out by State Attorney Gordon G. Oldham Jr., of Florida's Fifth Judicial Circuit, in talk before the state SDX seminar in Orlando last April. Oldham said he hadn't been able to learn of any abuses of the "blank check" authority—but suggested that some legal limitation be recommended to the Florida legislature at its 1961 session.

Asserting that circuit judges could summarily deal out life sentences without jury trials, Oldham added: "I have studied the statutes, and if there is any limitation, I haven't been able to find it."

Kentucky SDX Member Honored



Kentucky Gov. Bert T. Combs (right) is shown introducing Paul R. Jordan, SDX member and *Associated Press* correspondent in the Kentucky capital at Frankfort. Jordan was delivering the commencement address at Wayland (Ky.) High School in Floyd County from which both men came. Jordan is a 1943 graduate of Wayland High School. The governor's introducing Jordan is the first time a Kentucky governor has ever introduced a commencement speaker. The commencement was held May 30.

He Has SDX License Plates



William E. Wentworth of Dover, Massachusetts, has personalized license plates and being a good SDX member, he doesn't mind at all that there aren't any figures in the plates. This could only happen in New Hampshire. Wentworth is a reporter-photographer for the Rochester, New Hampshire, *Courier*.

Personals

About Members

Fredric Litto has begun studies for the doctorate in the history of the theatre at Indiana University, with plans to eventually bring specialized knowledge of theatre to journalism. A June graduate of the UCLA radio-television department, Litto was president of the SDX chapter at that school, and received the "Outstanding Male Graduate Award" for the year. He was the entertainment editor for the *UCLA Daily Bruin*, and wrote articles and reviews on music and theatre for three years. As a member of the regular staff of KPFK-FM, Los Angeles (Pacifica stations), Litto worked as assistant director of public affairs, continuity and promotions director, and production manager.

* * *

International Telephone and Telegraph Corporation will play host to delegates to the New York Convention at a hospitality suite in the Hotel Biltmore, convention headquarters.

Continental breakfast and refreshments will be available each day from 8 to 11 a.m. in the suite, one floor below convention headquarters, starting Dec. 1 and continuing through the final day, Dec. 3.

Delegates, their wives and families, convention officials and the press covering the convention will be welcome at the hospitality suite.

E. J. Gerrity Jr., ITT director of news services and member of New York Chapter, is in charge of arrangements.

* * *

Warren Baslee has assumed his new position as publisher of the Avon Park (Fla.) *Sun*. He is former managing editor of the *Daily Commercial* at Leesburg, Fla.

* * *

James S. Copley, *The Copley Press*, La Jolla, California, and **David K. Gottlieb**, Davenport, Iowa, *Democrat and Times*, were appointed to the mechanical committee of the American Newspaper Publishers Association.

Rotary Club To Honor SDX

The Rotary Club of New York, largest club in Rotary, will salute Sigma Delta Chi on the occasion of its first convention to be held in New York City. Rotary Club will honor the fraternity Thursday, Dec. 1, at a luncheon at Hotel Commodore, New York.

Bob Considine, noted Hearst headline Service columnist and a member of The Deadline Club, New York professional chapter, will be the principal speaker at the Rotary luncheon.

Obituaries

Michael J. Ackerman (GMIA-Pr-'49), 63, Miami (Fla.) Newspictures Manager for *United Press International*, died of cancer August 20.

John W. Anderson (UOr-'23), 62, formerly with the Oregon newspapers and for the last 20 years with the Fresno (Calif.) *Bee*.

William A. Cable (StL-Pr-'55), 70, retired managing editor of the Hannibal (Mo.) *Courier-Post*, died August 10.

John L. Chandler (Ill-'52), 30, public relations assistant for Illinois Bell Telephone Co., was accidentally electrocuted August 22 in his Wheaton (Ill.) home when he touched a defective lamp.

Karl W. Fischer (Ind-'24), '57, makeup editor for the Indianapolis (Ind.) *News*, died August 29.

John K. Fitzpatrick (UH-Pr-'55), 72, publisher of the Salt Lake (Utah) *Tribune* for 36 years, died September 11 of a coronary occlusion.

Gene Fowler (Mo-Pr-'26), 70, colorful newspaperman and biographer of colorful characters, died July 2 of a heart attack in his home at Brentwood, Calif.

Aaron Gebel (Ind-'37), reporter for the *Wall Street Journal* in Chicago, died June 4.

George M. Hall (SJS-Pr-'56), 65, former editor of the Mountain View (Calif.) *Register-Leader*, died July 4 following a long illness.

Donald H. Higgins (Wis-'15), 69, city desk, Bend (Ore.) *Bulletin*; former city editor, Chicago Tribune, and managing editor, New Orleans (La.) *Item*, died July 16.

Frederick A. Kugel (NYC-Pr-'58), 45, editor and publisher of *Television* magazine, died September 7 of a heart ailment at Bay Shore, L. I., N. Y.

Dr. Louis Taylor Merrill (Wis-'20), 64, chairman of Beloit (Wis.) College history dept., and for the past eight years contributor of editorial page material for Chicago Tribune, died September 3.

Harry J. Morris (ND-Pr-'30), 70, veteran publisher of the Stutsman County *Record* of Jamestown (N. D.), died July 23.

Stephen F. O'Donnell (StU-'26), 55, former publisher of the Huntington Park (Calif.) *Signal*, was found dead August 23.

Tod Raper (CeO-Pr-'51), 54, radio-television editor of the Columbus (O.) *Star*, died June 14.

J. Stewart Russell (Grn-Pr-'34), 68, farm editor, Des Moines (Iowa) *Register & Tribune* since 1925, died August 4.

James E. Stiles (Syr-Pr-'40), 71, former publisher of the Nassau *Daily Review-Star* at Rockville Centre, L. I., N. Y., died August 4.

Raymond A. Tolbert (Okl-'13), 70, attorney, died July 10 at his home in Oklahoma City.

Wallace N. Watson (Pur-'13), died August 17. (Ft. Lauderdale, Fla.)

Personals

About Members

Norris Anderson, former sports columnist for the Miami *News* and sports publicity director at the University of Florida, has been named permanent publicity director of the Orange Bowl in Miami. Anderson will continue in association with ex-heavyweight champion Rocky Marciano as vice president of Sports Consultants, Inc., which handles the publicity at Gulfstream Race Track, Miami Stadium, and other Florida interests.

Orange Bowl Executive vice president E. E. Seiler, in announcing the enlarged Orange Bowl plans, pointed to seven hours of nationwide TV time for the upcoming Orange Bowl Regatta, the Orange Bowl game and the National Football League "Playoff Bowl," Jan. 7.

* * *

Richard H. Timmins, who has been director of public relations at Central College for the past four years, has been awarded a \$2,500 fellowship for study toward the doctorate degree at Columbia University during the next year.

Timmins will be working toward his degree in Educational Administration, Colleges and Universities and the fellowship is sponsored by the American Association of Fund Raising Councils. This is the first year these fellowships have been available and four will be given each year.

* * *

Raymond B. Nixon, University of Minnesota journalism professor, was invited by Latin American editors and journalism educators to conduct the first classes at the new International Center for Higher Education in Journalism in Quito, Ecuador.

Professor Nixon, editor of the *Journalism Quarterly* and president of the International Association for Mass Communication Research, opened a two-month session Oct. 10 at the Latin American center with a series of lectures comparing

New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

* * *

CALIFORNIA: Donald Clarence Lapham, co-publisher, *San Dieguito Citizen*, Solana Beach.

FLORIDA: Warren K. Baslee, managing editor, Leesburg (Fla.) *Daily Commercial*.

KANSAS: Marion S. Boner, managing editor, *Independence (Kansas) Reporter*; Revis Evert Sisney, news editor, Kansas City, Kansas bureau, *Kansas City (Mo.) Star*.

MISSOURI: William Albert Butts Jr., associate editor and business manager, *Higginsville (Mo.) Advance*; Ronald T. Cohen, correspondent, *Fairchild Publications*, Kansas City; Byron C. Martin Jr., editorial cartoonist, *Kansas City (Mo.) Star*; Thomas W. McAllen, editor and publisher, *Cameron (Mo.) News-Observer* and *Cameron (Mo.) Sun*; David J. Oestreicher, bureau manager, *United Press International*, Kansas City; Dwight Pennington, feature editor, *Kansas City (Mo.) Star*; Finis M. Sagaser, general manager, *Chronicle-Herald* Publishing Company, Macon.

NEW JERSEY: Earl Schenck Miers, author and publisher, *Edison*.

OKLAHOMA: George Barker Hill, publisher, *Coalgate (Okla.) Record-Register*.

ing journalism in Europe and the Americas. His lecture covered the relation of journalism to public opinion.

The center in Ecuador is the second International Center for Higher Education in Journalism established under United Nations sponsorship. The first, at the University of Strasbourg, France, opened in 1957 to serve Europe, Africa and the Middle East. A recent conference in Bangkok, Thailand, planned a future program for Asia.

Purpose of the new Latin American center and its European counterpart, is to help develop journalism education and practice in all lands.

Educators and journalists studying at the Quito center will be sponsored by professional organizations within their countries.

Professor Nixon was the United States representative to the 1958 United Nations Educational, Scientific and Cultural Organization meeting in Quito at which the new Center was planned.

* * *

Jameson G. Campaigne, editor of the *Indianapolis Star*, has just returned from Wilhelmshohe-Kassel, Germany, where he attended the annual meetings of the Mont Pelerin Society.

The select group, formed in 1947 at the

first session at Mont Pelerin, Switzerland, is composed of economists, historians, philosophers, and other students of public affairs from Europe and the United States. Each year they meet to discuss the crisis of our times. Such issues as private rights for the individual and ways to combat the misuse of history for the furtherance of creeds hostile to liberty are studied.

Many of Europe's foremost statesmen and political leaders hold membership.

Campaigne was elected to membership in 1958 and has attended seminars at Princeton University and Oxford University previously.

* * *

Justin M. Fishbein, former reporter for the Chicago *Sun-Times*, has been named Director of New Service at Science Research Associates. The appointment was announced by Lyle M. Spencer, SRA president.

Mr. Fishbein went to SRA after 10 years at the *Sun-Times*. He will plan and direct all programs for conveying news and information about the company's activities to the outside press. In this newly created post, he will also serve as the assistant director of information. Science Research Associates is a company that serves education, industry and government by furnishing a wide variety of publications, tests and research services.

Born in Chicago, Mr. Fishbein, 33, received a bachelor of arts degree in social relations from Harvard University in 1949. He was given an American Political Science Association award in 1956 for outstanding governmental news coverage. He has written several articles on assignment for national news magazines.

* * *

Ben Graves, director of public relations for the architectural firm of Perkins & Will, was among the judges in *Industrial Marketing Magazine's* 22nd annual Editorial Achievement Competition for Business Publications.

The purpose of the competition is to foster the improvement of the editorial content of the nation's business press. Judging took place at the New York Advertising club in September.

* * *

After five and a half years as a Marine reserve officer on active duty **David H. Graff** is returning to the University of California at Berkeley to work towards a master of journalism degree. Graff will be one of two section assistants in the department this year.

Graff graduated from the University of Texas in 1954 with a B.J. degree, and entered the Marine Corps officer candidate course at Quantico, Virginia, in November of that year. He was commissioned a reserve second lieutenant in February, 1955, and received his promotion to captain in December, 1959. His most recent duty assignment with the Corps was as an instructor at the Marine Corps Supply Schools, Camp Lejeune, North Carolina.

John K. Schulte has been appointed public relations director of American Diversified Securities, Inc., and president of its subsidiary, American Corporate Counselors, Inc. Both companies are headquartered in Washington, D. C.

American Diversified Securities is an over-the-counter stock brokerage firm specializing in investment securities, underwritings and mutual fund management.

American Corporate Counselors is a public relations firm specializing in stockholder/financial relations and corporate information programs.

Prior to his recent appointment, Schulte was public relations director of the Orange Bowl Festival, and partner in a Miami, Fla. public relations firm.

* * *

Edmund C. Arnold, noted authority on newspaper typography and design has joined the faculty of the School of Journalism of Syracuse University.

Arnold will hold the title of Professor as well as being head of the Graphic Arts department, succeeding Professor Laurance B. Siegfried.

Journalism Dean Wesley C. Clark in commenting on the appointment said, "the appointment of Mr. Arnold is not only a notable replacement for Professor Siegfried, it is part of the plan to secure other outstanding experts to staff the Newhouse Communications Center, made possible by the generosity of Mr. and Mrs. S. I. Newhouse."

Mr. Newhouse owns the *Herald-Journal* and *Post-Standard* and *WSYR-TV* in Syracuse as well as a number of newspapers, radio-television stations, and magazines in this country and abroad.

Dean Clark said that the addition of Arnold to the staff of the School of Journalism will make possible an expanded service to industry by the School. It is expected that Arnold will direct one or more clinics in typography at Syracuse for newsmen and magazine editors.

* * *

Melvin Mencher, assistant professor of journalism at the University of Kansas, has returned to the classroom after covering the Organization of American States conference in San Jose, Costa Rica, for *Newsweek*, the *Christian Science Monitor* and a group of radio stations.

Professor Mencher is executive-secretary of a KU faculty group of exchange professors with the University of Costa Rica.

* * *

Tom Mahoney, New York City, is co-author with Marcus Baerwald of *The Story of Jewelry*, published in September by Abelard-Schuman, Ltd.

* * *

Harlan Abbey has resigned as sports editor of the *Union-Sun & Journal*, Lockport, New York, to join the sports staff of the *Binghamton Press*.



John K. Schulte



Dr. David White

Dr. David Manning White, professor of journalism at the University's School of Public Relations and Communications, presented the first of a series of lecture-seminars before the International Center for Higher Education in Journalism on October 17 at the University of Strassburg in France.

Doctor White, who helped organize the Center in 1956, addressed the professional journalists and educators at two lectures and round-table discussions. He spoke on "The Pedagogy of Journalism Education—Trends, Methods, Philosophy, and Progress."

* * *

Dr. Watson Davis, Science News Service, participated as a group discussion leader for the Rocky Mountain-Plains State Science News Writing Seminar held on the Colorado State University campus in Fort Collins in September.

Sponsored by CSU in cooperation with the National Bureau of Standards and the Denver Post and financed by grant of the National Science Foundation, the seminar drew together working science reporters from a 15-state area.

Nearly 20 top-flight scientists were on hand to answer reporters' questions and to relate the latest developments in their field of science. Included among these were Dr. Fred Brown, Director of the Boulder Laboratories of the National Bureau of Standards; Dr. Theodore T. Puck, professor and head of the department of biophysics, University of Colorado Medical School; Dr. Henry Eyring, Dean of the Graduate School and professor of chemistry, University of Utah; Dr. Robert Low, executive officer of the University of Colorado High Altitude Observatory; and John M. Parker, chief geologist and district manager of Kirby Petroleum Company of Denver.

* * *

Pulitzer prizewinning novelist **Allen Drury** is president of a publishing firm that on October 1 took over two Central Florida weeklies, the *Clermont Press* and the *Groveland Press*. The papers will be run by his brother, **Alden M. Drury**. **Clay C. Codrington**, publisher of the *Plant City Courier*, is vice president of the firm, known as Sun State Publishers. Alden Drury is former general manager of Florida Citrus Mutual, the largest grower organization of its kind, and for years has represented the South for the *Produce News*.

Bill C. Brantley has joined Meredith Publishing Co., Des Moines, Iowa, as an assistant editor of *Successful Farming* magazine.

Meredith publishes, in addition to *Successful Farming*, *Better Homes & Gardens* magazine, 18 book titles, six idea publications, and also has extensive radio and television operations throughout the country.

Brantley received a bachelor of science degree in agriculture in 1957 and a master of arts degree in journalism in 1958, both from the University of Missouri. He was editor of the *Missouri College Farmer* in 1956-57.

He also held memberships in Kappa Tau Alpha journalism honor society, Alpha Zeta professional agriculture fraternity, and Gamma Sigma Delta agriculture honor society.



Bill C. Brantley



Al Boeck Jr.

Al Boeck Jr. has accepted a position as director of publications and scientific activity for the Illinois State Medical Society in Chicago.

Boeck was public relations assistant to the vice president of advertising and public relations at Oscar Mayer & Co., Madison, Wisconsin. Formerly he was director of public relations for the State University of New York Upstate Medical Center in Syracuse from 1953 to 1957.

Prior to that he held positions as director of public relations at state colleges in Oneonta, New York and River Falls, Wisconsin.

A graduate of Simpson College, he holds a master of arts degree in journalism from Indiana University, a master of arts degree in public relations from State University of Iowa, and is now a candidate for the Ph.D. in mass communications at Syracuse University.

Colonel Ralph E. Pearson, U. S. A. Retired, is now visiting in Killeen, Texas, and expects to make his home in that area. Following retirement in February Colonel and Mrs. Pearson spent six months in ten countries of Europe. They took movies of people and places and gathered material for a revision of the colonel's wartime book, *Enroute to the Redoubt*.

Jimmy Bedford, formerly instructor in the William Allen White School of Journalism at the University of Kansas, has been appointed assistant professor of journalism at the University of Maryland.

Mr. Bedford has A.B., B.J., and M.A. degrees in journalism and economics from the University of Missouri where he previously served as a graduate assistant. He also has worked on newspapers in Missouri, Canada, and England.

During the past two years he took a vacation from teaching to work his way around the world as a free lance writer and photojournalist. The trip took him 85,000 miles through 50 countries on five continents, selling articles and pictures to foreign periodicals as well as those in the U.S.A.

A large part of the trip was made by motor scooter, traveling alone through Africa, the Middle East, and Asia, where Mr. Bedford found a warm welcome at every hand.

"Even the cannibals were friendly," he recalls. "They invited me to dinner as a guest—NOT the main course."

Two of his articles appearing in current U. S. publications are: "White Man Welcome in Black Africa" in the September issue of *Ebony*, and "Around the World With a Nickel and a Camera" in the October issue of *U. S. Camera*.

Mr. Bedford hopes to complete his book *Around the World on a Nickel* within the next year.

At Maryland he will be teaching courses in Community Journalism, Press Photography, Picture Editing, Typography, and Editorial Writing.

Two articles by **Harold Rubin**, Director of Information at Stephens College, were selected for inclusion in the newly published book *Boating in America*, edited by William Taylor McKeown.

Published this fall by Ziff-Davis Publishing Co., New York City, the 304-page volume completely covers the boating scene on the North American continent.

The articles by Harold Rubin included in the volume are entitled "Deep River Challenge," the fascinating story of the people who journey down the Mississippi River, and "New Orleans," the story of boating in a city that lives beside the water.

Both articles previously appeared in the national magazine *Popular Boating*.

Marshall Field Jr., president of Field Enterprises, Inc., today announced the board of directors has elected **Russ Stewart** and **Arthur E. Hall** executive vice presidents of the corporation's newspaper division.

"These organizational changes carry forward the process of coordinating business operations of the *Sun-Times* and *Daily News* that began with our purchase of the *Daily News* early in 1959," Field said. "Stewart and Hall will work directly with me on policy level, with responsibilities spanning the business operations of the two newspapers."

"The two papers' editorial departments, of course, will continue as completely separate entities."

Vladimir Mandl has resigned as public relations director of Rollins College, Winter Park, Fla., to accept a position as publicist for the Martin Company, Orlando. He recently returned from a trip to Chicago, Baltimore and New York, where he renewed old friendships at the Deadline Club.

Charles "Chuck" Novitz has been writing radio network news for ABC in New York City since mid-April. He received his M.S. in June from the Graduate School of Journalism at Columbia University in New York City. While attending school he held part-time jobs with NBC News, and *Associated Press*. Other recent efforts include interview work for a magazine article in the November *McCall's* magazine.

Dr. Quintus C. Wilson, Professor and Head of the Journalism Department at the University of Utah since 1948, has accepted a position as Dean of the School of Journalism at the University of West Virginia. Professor Wilson will replace Dr. Warren Agee, who has accepted the Executive Directorship of Sigma Delta Chi. Doctor Wilson plans to take over his new position in Morgantown, January 1, 1961.

President A. Ray Clpin of the University of Utah, said in commenting on the announcement, "It is with regret that we accept the resignation of Professor Wilson. He has served with distinction on the faculty and as Head of the Journalism Department of the University. Especially we commend him for the creditable job he has done as Chairman of the Scholarship Awards Committee. We wish Professor Wilson continued success in his new responsibilities at the University of West Virginia."

Robert E. Dallos, staff correspondent in the Albany, N. Y. Bureau of *United Press International*, has been awarded a fellowship for six weeks of work and travel in West Germany.

Dallos, a graduate of the School of Public Relations and Communications at Boston University, was recipient of the 25th Anniversary Award of *AUFBAU*, a weekly German language newspaper published in New York.

The grant includes four weeks of journalistic internship on the *Suddeutsche Zeitung*, a daily newspaper in Munich and two weeks of travel to other major newspapers.

Dallos started to work for *UPI* at Boston in June, 1958 and transferred to Albany last May.

Emmett Peter Jr., editor of the *Daily Commercial*, Leesburg, was appointed by Governor LeRoy Collins to a two-year term as a member of the Florida Board of Forestry.



Sigma Delta Chi Awards

For distinguished service in Journalism...

General Information

The Sigma Delta Chi Awards for Distinguished Service in Journalism have been awarded annually since 1932 for outstanding achievements in journalism during a calendar year and winners are usually announced in April.

The awards proper consist of bronze medallions and accompanying plaques.

NOMINATIONS

Nominations for any one of the Sigma Delta Chi Awards may be made by the author or any other party. Forms are available on request. These awards are open to both members and non-members of Sigma Delta Chi and may be either men or women. They must, however, be Americans.

February 1, 1961 is the deadline for nominations. Nominations postmarked on that date will be accepted. Mail or express entries to:

Sigma Delta Chi Awards in Journalism
35 East Wacker Drive—Suite 356
Chicago 1, Illinois

EXHIBITS

All awards are offered for specific work done during the calendar year 1960.

Each nomination must be accompanied by an exhibit and nomination form, filled out by typewriter or print.

A brief biography and photograph of nominee must accompany each nomination for categories 1, 2, 3, 4, 5, 6, 8, 10, 13, and 15. The awards are made to individuals. Also for 11 and 13 if nomination is for an individual.

A nomination intended for more than one category requires a separate exhibit for each.

Each nomination and nomination form must be clearly marked to show category in which it is entered. Several nominations may be sent in one package, but each should be identified and accompanied by separate nomination form.

Exhibits cannot be returned. All become the property of Sigma Delta Chi.

RULES

Exhibits in press divisions should be in scrapbook form, measuring not larger than 15 inches by 20 inches, and should include clippings or photostats. Those who want to enter full pages, to show display, should fold them in half. Radio and television reporting exhibits should consist of recordings, tapes, or film, clearly labeled, and a typewritten summary.

Radio or television newswriting exhibits are limited to typewritten. Radio public serv-

ice exhibits should consist of recordings or tapes with a typewritten summary. Television public service exhibits should include film (if available) and a typewritten summary.

Research exhibit should consist of manuscript, galley proofs, or printed book.

NOMINATIONS NOT MEETING THE ABOVE SPECIFICATIONS WILL NOT BE ACCEPTED FOR JUDGING.

JUDGING

The material submitted for consideration for the awards will be judged by a jury of veteran and distinguished journalists. All decisions will be final. Any award may be withheld in case the judges decide that none of the material submitted is worthy of special recognition.

Awards Categories

PRESS (Newspapers)

1. General Reporting: For a distinguished example of a reporter's work, either a single article or a series on a related subject, published during the year, the test being readability, accuracy and completeness, interest, enterprise and resourcefulness of the reporter in overcoming obstacles.

2. Editorial Writing: For a distinguished example of an editor's work, either a single editorial or a series relating to the same subject, published during the year; editorials by any one writer being limited to three, a series on a single topic counting as one entry.

3. Washington Correspondence: For a distinguished example of reporting national affairs by a Washington, D. C. correspondent, either a single article or a series on the same or related subject, published during the year.

4. Foreign Correspondence: For a distinguished example of reporting international affairs by a foreign correspondent, either a single article or a series on the same or related subject, published during the year.

5. News Picture: For an outstanding example of a news photographer's work, either a single picture, or sequence or series of pictures, published during the year; photographs by any one person being limited to six, a series on a single topic counting as one entry.

6. Editorial Cartoon: For a distinguished example of a cartoonist's work, a single cartoon published during the year, the determining qualities being craftsmanship, interest, forcefulness and general worth; cartoons by any one person being limited to six.

7. Public Service in Newspaper Journalism: For an outstanding public service rendered by a newspaper in which exceptional courage or initiative is displayed in face of opposition from antisocial forces, political, or other discouraging or hampering forces. Nominations are to be accompanied by a complete file of clippings or photostats, together with a statement of facts concerning the circumstances which prompted the newspaper in its undertaking and the results obtained.

Those who want to enter full pages, to show display, should fold them in half since exhibit should not be larger than 15 inches by 20 inches.

PRESS (Magazines)

8. Magazine Reporting: For a distinguished example of current events reporting by a magazine writer, either a single article or series related to the same subject, published in a magazine of general circulation during the year.

9. Public Service in Magazine Journalism: For an exceptionally noteworthy example of public service rendered editorially or pictorially by a magazine of general circulation, special consideration being given to leadership or service achieved in the face of antisocial, political or other hampering forces, other tests being extent of good accomplished, enterprise, initiative, and effectiveness of presentation through pictures, articles, editorials and other graphic means; nominations being accompanied by a complete file of clippings together with a statement of facts concerning the circumstances which prompted the magazine in its undertaking and the results obtained.

RADIO OR TELEVISION

10. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television; nominations consisting of either a partial or complete script, broadcast or telecast during the year.

RADIO

11. Radio Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio as it happened or soon after it happened; exhibits consisting of a typewritten summary and recordings or tapes, running time not longer than thirty minutes. This award may go to an individual, station, or network.

12. Public Service in Radio Journalism: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature, not entertainment; commercially sponsored radio programs not being eligible unless produced and controlled by the broadcasting station; exhibits consisting of a typewritten summary, disc recordings, or tapes, not to exceed thirty minutes.

TELEVISION

13. Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled; broadcast by television as it happened or soon after it happened; exhibits consisting of a typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes. This award may go to an individual, station, or network.

14. Public Service in Television Journalism: For an outstanding example of public service by an individual television station or network through television journalism, the test being the worth of the public service, the effectiveness of the presentation by the station or network, and the unselfish or public-spirited motives, bearing in mind that the broadcasts must be journalistic in nature and not entertainment; commercially sponsored programs not being eligible unless produced and controlled by the broadcasting station; entries consisting of a typewritten summary and if available, a segment or summary of 16 mm film or kinescope, not longer than thirty minutes.

RESEARCH

15. Research About Journalism: For an outstanding investigative study about some phase of journalism based upon original research, either published or unpublished, and completed during the year.

1961 Awards Announcement



What do you know about newspapers

WHO was the California reporter who posed as a ministerial student to expose a 'diploma mill'?
SEE PAGE 42—E&P—OCTOBER 1, 1960

WHAT are the duties and responsibilities of a resort bureau chief?
SEE PAGE 46—E&P—OCTOBER 1, 1960

WHERE did a newspaper recently deliver sample sticks of chewing gum with its home-delivered editions?
SEE PAGE 16—E&P—OCTOBER 1, 1960

WHEN did the governor of Pennsylvania serve as a newspaper reporter, and for what big event?
SEE PAGE 57—E&P—OCTOBER 8, 1960

WHY do only 42% of Journalism School graduates enter the daily newspaper field?
SEE PAGE 13—E&P—OCTOBER 15, 1960

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